



# SERC

SEXUALITY EDUCATION  
RESOURCE CENTRE MB

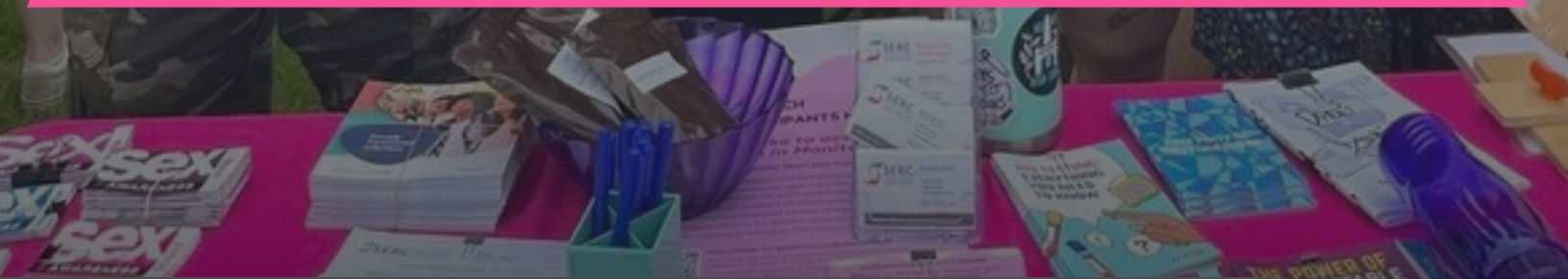
PROMOTING SEXUAL HEALTH  
THROUGH EDUCATION

ance of Canada



# ANNUAL REPORT

April 1, 2025 - March 31, 2026



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# Message from the Board Chair

Kate Sinclair

The Board of Directors at SERC is very pleased to share the organization's 2025/2026 Annual Report. As always, this report is not just an assembly of stats and quotes - it reflects real changes, to real lives, in real communities. We offer our sincerest thanks to every person who made the year a success, especially SERC's staff, volunteers, and leadership teams. Through your hard work and dedication, Manitobans can access life-saving essential information and resources on sexuality and health. Your work gives Manitobans and people all around the world the tools they need to celebrate sexuality throughout their lives.

From continued service in the North, to revamped programs like the new Consent at Work, to community gatherings in Brandon that bring Westman folks together, SERC is delivering service and building resilience in Manitoba. Even as things become tense, it's clear now more than ever that we can be there for each other to create a world where people can be exactly who they are.

## **Comings, goings, and passionate leadership**

Thank you all, board, staff, volunteers, and funders, for everything you have done to make SERC what it is in 2025/2026. Your dedication changes lives every single day.

SERC's board is a diverse group of 11 members from Winnipeg and Brandon. We each bring our experiences, passions, and critiques to the (virtual) boardroom. I am thoroughly honoured to serve on SERC's volunteer board alongside ten dedicated, hard-working, and immensely qualified members: Vice Chair Allison Kilgour, Treasurer Layla Frayg, and directors Tanjit Nagra, Josh Kahanovich, Jennifer Ardiel, Cara McCaskill, Romeo Gauthier, Brianna Wentz, and our two newest members: Salomi Peters, and Angela Graham. Each of us comes to SERC with our own set of experiences, which we regularly and meaningfully share with one another. As we reflect with care on the organization's past and look to the future with hope, we note that we truly are in this together. We strive to pass on a culture of honesty, trust, and curiosity to future Board iterations.

In 2025, Board member Allison Kilgour stepped into the role of Vice Chair at SERC. A lawyer by day and sexual health enthusiast by night (and maybe also day?), Allison's guidance has strengthened the organization - with no signs of stopping. We also said goodbye to member David Fanbulleh, who served on the board from 2023 to 2026.

We said a very bittersweet goodbye to one of our Co-Executive Directors, Leigh Anne Caron, in October of 2025 as she moved on to what we knew was her dream position outside of SERC. While incredibly happy for her, of course we were sad to hear the news of her departure. Leigh Anne started as Acting Executive Director in 2020, overseeing a period of transition and growth the likes of which SERC had not seen in many years. We thank Leigh Anne for all her dedication and wish her only the best in her new position.

Gillian Roy has been in the role of Acting sole executive director as the organization works toward a return to co-leadership. Her dedication to the organization's continued success is unparalleled, and her desire to crack into every new challenge and learn every new skill impresses us every day. We look forward to continuing to build a strong SERC together. Thank you Gillian!

The board would also like to extend its sincere appreciation to our Administrative Coordinator, Wendy Emerson, whose careful meeting documentation and consistent support ensure that board members have the tools and information they need. Wendy's dedication and hard work are truly invaluable, and we are incredibly thankful for all that she does.



Even as things become tense, it's clear now more than ever that we can be there for each other to create a world where people can be exactly who they are."

### It has been a pleasure

This is more than likely my last AGM message as Chair, as I reach the end of my maximum term. When I joined the board in 2019 and subsequently took over the reins as Chair from Past Chair Nathan Nickel in 2021, I could not have predicted the ways the world would change, the ways SERC would grow, or the ways my own life would shift. Through all of that, I have watched a dedicated group of volunteers take the time to know and care for an organization that changes the lives of so many Manitobans. It has been an absolute honour to add my name to the list of over 90 years of SERC custodians as I look forward to my last 12 months on the Board.

This is the best work and thank you all for the opportunity to do it. Here's to an amazing 2026/2027 year ahead!

Best,  
Kate Sinclair  
Board Chair



Photo: (left to right) Jason Zweiban (Sexual and Reproductive Health Facilitator) and Brianna Wentz (Communications Coordinator) at the Pride Resource Fair at the Manitoba Legislature

# Message from the Executive Director

Gillian Roy

As I have reflected on the past year and on those before us, I also keep my vision towards the future. Having the Board share stewardship and leadership of SERC with me as I have moved into the role of acting Executive Director has been an opportunity to use and challenge all my gifts. SERC truly promotes lifelong learning, and our ways of being certainly promote knowledge sharing and education, as well as the celebration of sexuality throughout life.

This past year, SERC saw significant changes in staff and leadership. Leigh Anne Caron joined SERC as a Program Director before quickly becoming our interim Executive Director. Soon after, she led the movement within SERC to develop and sustain the co-leadership model. This past autumn, Leigh Anne moved on to a position she had been working towards in public service. Leigh Anne was instrumental in establishing SERC as its own entity during her time in leadership, and I look forward to seeing all she accomplishes in her new role.



Photo: (left to right) Gillian Roy (Co-Executive Director), Carrie Pockett (Sexual & Reproductive Health Facilitator for Teen Talk North), and Leigh Anne Caron (Co-Executive Director) in Flin Flon.

I want to take a moment to celebrate Martha Chicas, who retired after over 30 years with SERC this winter. We will miss the brightness Martha brings to her work, the community, and the office. With over 30 years at SERC, Martha saw it all. She is an engaging facilitator with expert-level knowledge of sexual and reproductive health. We are all grateful for the knowledge, wisdom, and skills that she has shared. Martha kept SERC connected to communities and was always an advocate for advancing health equity for newcomers. I'll miss hearing your stories at the office, Martha.

Our Board Chair is also stepping down from her seat and moving into a past-chair role. Kate has always held SERC's mission and vision at the center. Just as SERC has experienced significant changes over the last few years, so has Kate. From her advocacy and activism in Winnipeg to law school and beyond, Kate's influence and passion for our work are a gift we will both carry forward.

Thank you, Leigh Anne, Martha, and Kate, for your dedication and service. I'm honoured to have walked alongside you for these years.

Re-establishing the Brandon Advisory Committee has helped us form new relationships in the Westman region, access additional opportunities and learning, and provide staff and Advisory Committee members with opportunities to navigate the region's unique and sometimes complex nature. Thank you to the SERC Brandon Advisory for your advocacy, guidance and leadership.

Deep thanks and appreciation to our funders, staff, volunteers, partners, donors, program participants, supporters, and promoters; we couldn't have made it here without you.



Gillian Roy  
Executive Director



# SERC's Role in Addressing the HIV State of Emergency

On May 7, 2026, the Province of Manitoba declared a Public Health Emergency in response to high rates of HIV in Manitoba

In Manitoba, HIV is most commonly spread through injection substance use, and then second-most commonly through unprotected heterosexual sex, with more than half of cases being in female patients. Manitoba's HIV rates are 3.5x higher than the national average, with the highest rates being in Winnipeg and the Prairie Mountain Health region.

At SERC, our role is to raise awareness on how to prevent HIV transmission, educate people about HIV misconceptions to prevent and remove stigma towards people living with HIV, and remove barriers to accessing safer sex and substance use supplies. Below are some stats on the work we've done in the 2025-26 fiscal year to support education, and the distribution of safer sex and substance use supplies.

Educational activities covering STIs/STBBIs, Substance Use, and/or Safer Sex Supplies as main topics:

Activity Type	Number of Delivered Activities	Number of Community Contacts	Number of Service Provider Contacts
Community Sessions	214	3,953	--
Service Provider Sessions	11	--	183
Outreach	118	6,064	534
Consultations	907	1,055	208

Number of Safer Sex Supplies distributed, by type:

**221,389**

External Condoms

**57,361**

Lube Packets

**5,665**

Internal Condoms

**7,260**

Oral Dams

**111**

HIV Self-Test Kits

Number of STBBI prevention-related Harm Reduction Supplies for Substance Use distributed (Brandon office only), by type:

**36,766**

Insulin Syringes

**43,779**

Alcohol Swabs

**9,325**

Cookers

**17,908**

Sterile Water

**1,784**

Crack Pipes

**80**

Hooping Kits

**3,069**

Meth Pipes

# Programs and Projects

## 2STLGBQIA+ Program

The 2STLGBQIA+ program continued to provide education, training and support, engaging with partners and community members to provide and promote supportive services and spaces for 2STLGBQIA+ communities in Brandon and Westman. The program aims to increase awareness, education, and safety surrounding sexual and gender identities and to increase the capacity of service providers and community members to support and be allies to the 2STLGBQIA+ community.

Program staff participated in a month-long Pride celebration in Brandon and offered additional educational opportunities for the community, including Gender Affirming Apparel, Queer Sex Ed, and 2STLGBQIA+ Supportive Parenting workshops. Staff also supported many Pride events throughout Manitoba, including Dauphin, Minnedosa, and Neepawa.



“Being supportive of people coming out - how to react”

(feedback forms from adult session participants, asked the most useful thing they learned)

“Creating a safe space for disclosures and relationship building”

“The people doing the presentation were great- very welcoming and informative”

(feedback forms from trained service providers, asked what was one thing that they learned and could apply in their work)

## Communications & Fund Development

The communications team maintained SERC's existing donors, while revamping both TeenTalk.ca and the Consent at Work program brand websites. SERC's Instagram profile grew, while other platforms retained steady follower counts. The team collaborated with the youth team and 6P Marketing to redevelop TeenTalk.ca, SERC's youth-oriented website, resulting in improved functionality and a fresh, updated look. In 2025-26, SERC's Consent at Work program relaunched with a new focus on newcomers, immigrants, and international students. The communications team worked alongside the Consent at Work team to update the brand kit and create new promotional materials and merchandise for this iteration. Regular fundraising continued, including annual year-end and summer campaigns for SERC's endowment fund.

# Programs and Projects

## Community Adult Education

Our Community Adult Education covers grounds that school-based sexuality education often cannot. Parent programming, adult education, people labelled with disabilities, and other community organization are the venues and audiences with whom we are invited to discuss a wide array of topics. This often includes communication, parenting, and intergenerational discussions on topics like puberty. Other popular topics include birth control, consent, STIs, relationships, and reproductive health.

Workshops and tabling activities offer many opportunities to provide referrals to partnering organizations and to distribute printed information.

“About going for STI checkup”

“The importance of communication”

“Culture and relationships”

“Reminder how to discuss consent”

“How to teach a child about sexuality and the importance of it”

“How to manage myself when I am stressed”

(feedback forms from adult session participants, asked the most useful thing they learned)



## TextEd / The Facts of Life

SERC continues to operate The Facts of Life and TextEd Program. The Facts of Life is an email service where individuals can ask questions about sexuality and sexual health confidentially. Similarly, TextEd is a texting platform that allows community members to send anonymous questions about sexuality-related topics.

# Programs and Projects

## The Facts of Life/TextEd

Program staff received and responded to questions on many topics through both The Facts of Life and TextEd platforms, providing information, resources and/or referrals on:

- reproductive health (40% of the requests)
- birth control options (20%)
- STIs/STBBIs (15%)
- access to health care (13%)
- intro to sexuality (8%)
- 2STLGBQIA+ (7%)
- safer sex supplies (1%)
- relationships (5%)
- SERC program information (5%)
- consent (7%)
- communication skills (2%)
- harm reduction (2%)
- culture & sexuality (2%)
- SERC resources (2%)
- puberty (2%)
- body image (1%)
- abortion (1%)
- parenting (1%)
- communications (2%)
- translation (2%)
- mental health (2%)



Photos: (left) Han Van De Woestyne (Sexual and Reproductive Health Facilitator) and (right) Jess Reimer (Sexual and Reproductive Health Facilitator) playing songs for Martha Chicas' retirement party.

# Programs and Projects

## Our Families Can Talk About Anything! (OFTA)

Our Families Can Talk About Anything! (OFTA) continues to create a world that the program's title suggests. Increasing conversations between parents, couples, and youth fill the gap that many newcomers find when trying to navigate living between their home culture and new Canadian culture. This is especially hard navigating new health systems in an environment with increased misinformation about sexual health

“How to make healthy friendships”

(feedback form from youth session participant, asked the most useful thing they learned)

“...“There are lots of resources/support to help in relationship conflicts”

“How and when to talk [about] sexuality to children”

(feedback forms from adult session participants, asked the most useful thing they learned)

“[How to] find the balance between two cultures”

(feedback forms from adult session participants, asked the most useful thing they learned)

“We talked about respect, trust, emotions, and feelings. ... [Today's session] is important to everyone.”

“We learned about periods, so now I will teach my child before her period comes.”

(feedback from community adult members in facilitated feedback sharing activities following selected series)

“Easy for me to understand about relationship, it's like talking about all the protocols in life. This is good for us, and I wish in the future, more newcomers can attend this kind of session.”

# Programs and Projects

## Afro-Franco

The Afro-franco project was initiated based on research findings highlighting the need to support francophone immigrants and students in their knowledge of sexuality and reproductive health. This program is an asset to francophone newcomers, particularly in Winnipeg's minority-language context, where access to culturally relevant and linguistically appropriate resources is limited. By catering to the specific needs of the Afro-French community, we ensure inclusivity and equity. This year, Afro-Franco continued to deliver with longstanding partner educational institutions and provided summer camp learning to youth.

“L'importance de connaître son corps...”

“Nous devons savoir rompre [une relation] avec respect et au bon moment [pour éviter]”

“La façon qu'ont doit aider les gens à se protéger”

(feedback forms from adult session participants, asked the most useful thing they learned)

## Knowledge into Action (KiA)

The Knowledge into Action (KiA) program works with African newcomer communities, providing education and training to increase knowledge and build capacity among community members and leaders on sexually transmitted and blood-borne infections (STBBIs) and stigma prevention, and offers workshops for service providers.

“...When we talked about HIV, STI's and STBBIs - everyone is interested with the topic...”

(from KiA feedback sharing session with Community Leaders asked about their experienced sharing information with the community)

“I can educate others on STD prevention and how to avoid stigmatizing infected persons”

“May SERC continue to empower the community with more education”

(feedback from service providers following a service provider training session)

# Programs and Projects

## Our Selves Our Daughters

This year, the Our Selves, Our Daughters (OSOD) program continued working with newcomers from communities affected by FGC (Female Genital Cutting) in Winnipeg. OSOD also held a service providers' workshop with different providers and nursing students to share the community's recommendations for community-centered service provision and our approaches.



“Learning about inherent beliefs about FGC and how to challenge them using factual information.”

(feedback form from a service provider who attended training, asked what was one thing that they learned and could apply in their work)



Photo: (left to right) Brianna Wentz (Communications Coordinator), Anika Dowsett and Jason Zweiban (Sexual and Reproductive Health Facilitators), Wendy Emerson (Administrative Coordinator), and Tanya Smith (Administrative Assistant) on the steps of the Manitoba Legislature following the Moosehide March.

# Programs and Projects

## Brandon

SERC Brandon continues to offer services to the Brandon and Westman region, including youth and community education, service provider training, a free lending library, harm reduction programming, and more. The Brandon office also operates an accessible walk-in location that community members frequent to access safer sex and harm reduction supplies, as well as seek consultation and referrals.

This year, we expanded our tabling supplies and activities, making SERC a hit at community events. We continued to support partners across the region at numerous events, including Wellness Days, Health Fairs, Powwows, and more.



Photo: (left to right) A friend from The Dock on Princess with Kaitlyn White (Brandon and Youth Team Coordinator), with a donation cheque from The Dock on Princess's annual Pride Month fundraiser for SERC.

## White Wolf Speaking

White Wolf Speaking is a collaboration between Ka Ni Kanichihk and SERC that focuses on providing sexuality and reproductive health education, safer sex and harm reduction supplies and services to Indigenous youth, adults, and families through an Indigenous lens and framework. Check out 'Go Ask Auntie' to learn more about the services offered in conjunction with this program. [www.goaskauntie.ca](http://www.goaskauntie.ca).

# Programs and Projects

## Resources and Safer Sex Supply Distribution

SERC develops and distributes sexual and reproductive health resources, including print and electronic information, safer sex supplies, and birth control teaching kits throughout the province of Manitoba. We continue to work with our partners to promote safer sex practices and reduce the incidence of sexually transmitted and blood-borne infections through the distribution of a range of safer-sex supplies to non-profit organizations for one-time events throughout Winnipeg and Manitoba.

New resources have been developed through a partnership between the Resource Facilitator and the Communications Coordinator, with the respective SERC program teams. Some new resources include updated anatomical diagrams used in youth workshops, a brochure about where to access abortion services in the Westman region, information about navigating intimacy through dementia, and a brochure about where to access free menstrual supplies throughout Manitoba.

## Research & Evaluation

The Evaluation and Research team continued to support decision-making across SERC's projects, programs, and overall organizational work. They worked closely with staff and project teams to design, carry out, and improve evaluation processes that fit each project's goals, context, and learnings.

The team also supported partner organizations by offering evaluation services and collaborating on research initiatives. This work reflected shared values and priorities, created opportunities for learning and knowledge sharing, and helped strengthen relationships with partners.

With support from the evaluation and research department, SERC developed evidence-informed funding applications, supported accountability to communities, funders, service providers, and staff, as well as contributed to efforts to build evaluation capacity within the nonprofit sector overall.

# Programs and Projects

## Teen Talk

The Teen Talk youth-health education program continues to empower young people across Manitoba by creating safer, more inclusive spaces for learning and connection. Through workshops on topics such as puberty, healthy relationships, mental health, substance-use awareness, gender and sexuality, diversity and anti-oppression, and sexual and reproductive health, youth receive accurate, non-judgmental information to help them make informed decisions.

This year, our dedicated educators in Winnipeg, Brandon, and Flin Flon expanded Teen Talk's reach. Despite a record year for wildfires in Manitoba, the team enjoyed travelling to more rural, remote, and Northern communities than last year.

Through Teen Talk North, we also continued to strengthen community capacity by training service providers to better support youth in their own communities.



Here is what the youth shared after participating in Teen Talk Sessions:

“Trust, safety, and consent”

“A healthy relationship starts with me”

“The differences between discrimination and oppression”

“That I have people to help me”

“...How to care for friends”

“What to expect when on period”

“Learning that all this [re: puberty] is normal”

“Things to talk about before sex”

“Drunk consent is not consent”

“Rejection is ok”

“How to know if you are at no, low, or high risk [of STBBIs]”

“Ways to reduce risk when doing substances”

# Programs and Projects

## Ongoing Learning Hub

SERC's Ongoing Learning Hub continued to be part of annual training in six school divisions in Southern Manitoba, filling gaps in training for teachers at the elementary, middle, and high school grade levels. Other continuing relationships with Klinik, Mikaaming Mino Pimatiziwin, Red River College Polytechnic, and the University of Manitoba have provided ongoing learning opportunities with students, volunteers, and service providers.

Due to high operating costs and low membership registrations, we had to discontinue the Learning Management System. While this is unfortunate, it gave us the opportunity to reevaluate the Ongoing Learning Hub, and we decided to focus on strengthening our existing practices.

This past year was a shift toward looking internally at the service providers within SERC. Internal Knowledge Shares were organized to pool our key messaging and strategies around emerging issues such as rising misogyny, online organizing, AI use, and other tech issues related to sexuality. Not only can these sessions build a knowledge base to share with other service providers, but they can also strengthen our messaging across programs, making an ongoing investment in the people who make SERC the organization it is.

“Learning how to talk more about sexuality vs. sex”

“Challenging gender stereotypes more openly without feeling the pressure to remain in our ‘boxes’ out of fear”

“The reminder to inquire about others' experiences rather than projecting my own ideas about what their experience may be like”

“Gentle ways to challenge and change”

“Ability to respond to question box questions in accurate and age-appropriate way without avoidance”

“The significance and impact of language in helping people feel and be safe.”

(feedback forms from trained service providers, asked what was one thing that they learned and could apply in their work)



# Educational Activities

## Reach and Outcomes by Population

**11,910**

Contacts with Community Youth

**12,911**

Contacts with Community Adults

**2,574**

Contacts with Service Providers

**87%**

of trained youth surveyed reported that they learned new information

**99%**

of trained adults surveyed reported that they would use the information in their lives

**90%**

of trained service providers surveyed reported that they had experienced moderate or significant growth in confidence to work with clients and communities

**832**

Sessions

**1,586**

Consultations

**132**

Outreach Activities

education, information resources, and referrals

**22**

Focus Groups/Interviews/Evaluation Discussions

evaluation data collection, community input

**584**

Meetings

partnership building, program planning, advocacy

# Funders & Supporters

Thank you for the generous support of our funders, individual donors and supporters. We couldn't do this work without you!

**Winnipeg Regional Health Authority**

**Province of Manitoba**

**United Way of Winnipeg**

**Government of Canada**

**Canada Life**

**Royal Bank of Canada**

**Winnipeg Foundation**

**Brandon Neighborhood Renewal Corporation**

**Manitoba Liquor and Lotteries Coin-Box Program**

**TELUS Friendly Future Foundation**

**Action Canada for Sexual Health and Rights**

**Paterson Family Foundation**

**Miriam Assefa Fund**

**Prairie Mountain Health**

**Brandon School Division Healthy Schools Committee**

**The Dock on Princess**

**Chez Angela**

**Knox United Church Affirm Committee**

**Grasslands Canine Development Centre**

**Sapphic Saturdays**

**Individual donors and supporters**



Photo: Co-Executive Directors, Leigh Anne Caron and Gillian Roy accepting a donation cheque with representatives from Manitoba Liquor & Lotteries

# Contact Us

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Photo: The SERC team at Martha Chicas' retirement party.

