

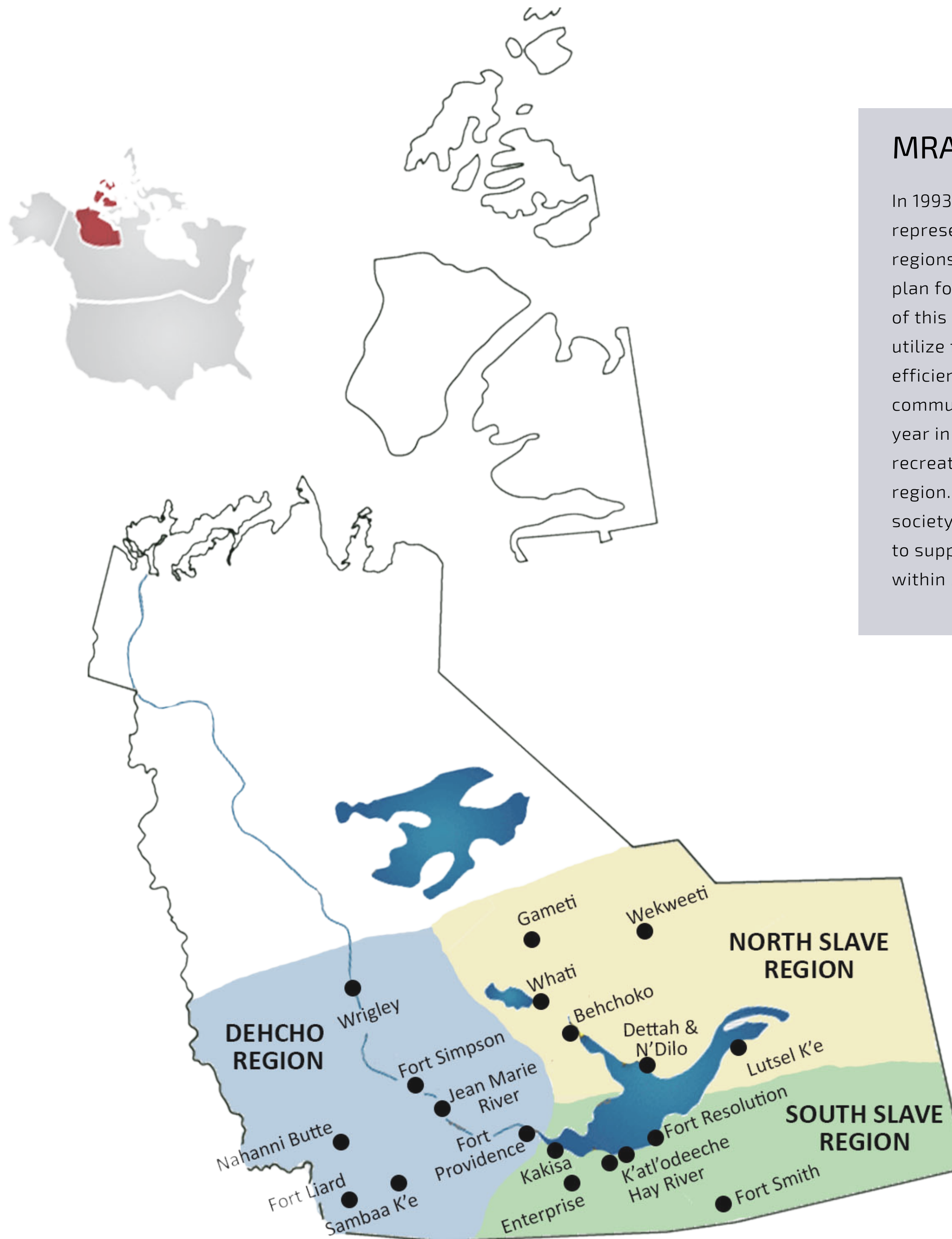


MACKENZIE
RECREATION
ASSOCIATION



2020-2021

Annual Report



MRA region

In 1993, a passionate group of recreation representatives from 17 communities in three regions gathered and collectively developed a plan for regional recreation. The joint efforts of this group allowed them to secure and utilize funding more effectively and efficiently. By 1997, the group grew to 19 communities and continued to meet twice a year in person to work together to improve recreation services and opportunities in the region. In 2001, MRA became a registered society, and to this day, we continue to support and promote recreation within MRA region communities.

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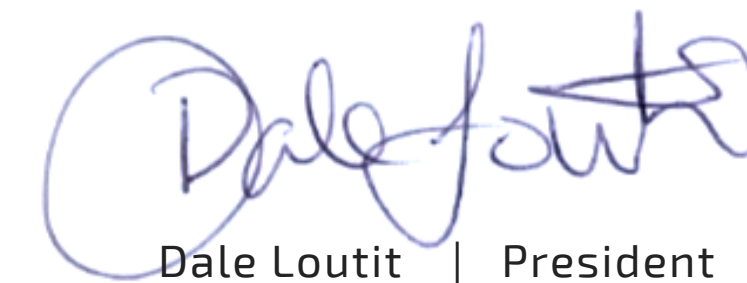
Message from the Board

I encourage you all to join me in a moment to reflect on how our organization is weathering a pandemic. A pandemic that has fundamentally changed how we are interacting with our environment. Creating fear, panic, boredom, and new social constructs. Despite what each of us has going on, we have continued to provide programming for all Mackenzie region residents'. Adaptations to keep ourselves and you safe include C.P.H.O. recommendations, such as working from home when required, cancelling events, or offering less programming when needed.

However, our successes during this time shine through. Successes include our board development training; the Recreation Leadership Training Camp; virtual A.G.M.; water and ice safety campaigns and panel discussions; physical literacy advocacy and virtual programming. We have also provided support to the MRA communities with our Recreation Initiative Grants, Professional Development Grants, and other funding opportunities that aligned with our goals and values.

Our continuation could not have been possible without all of you—our staff, board of directors, members, recreation leaders, volunteers, and especially partners. Being in a pandemic, where uncertainty is still present, you are all doing a fantastic job! Thank you for making Mackenzie Recreation Association a part of your priorities and family.

Looking forward, we will continue to work transparently with all organizational partners, volunteers, recreation professionals, and stakeholders to find creative opportunities to support active living, health, and wellness. As we strive for accessible events and activities and a culture of inclusion (active living, health, and wellness for everyone), we will provide quality programs and support to the MRA region while navigating the fast changes this pandemic brings.



Dale Loutit | President

COME OUT & PLAY



2020-2021 Board



President
Dale Loutit



VP Dehcho
Lyla Pierre



VP North Slave
Doreen Nitsiza



VP South Slave
Erin Porter



Director-at-Large
Janie Hobart



Director-at-Large
Liz Pope



Director-at-Large
Alana Lamalice

Our Mission



Enhancing the quality of life of the Mackenzie region residents through physical literacy and active for life opportunities while fostering and supporting the development of recreation, volunteers, and leadership.



**THIS IS
WHAT
WE'RE
DOING**

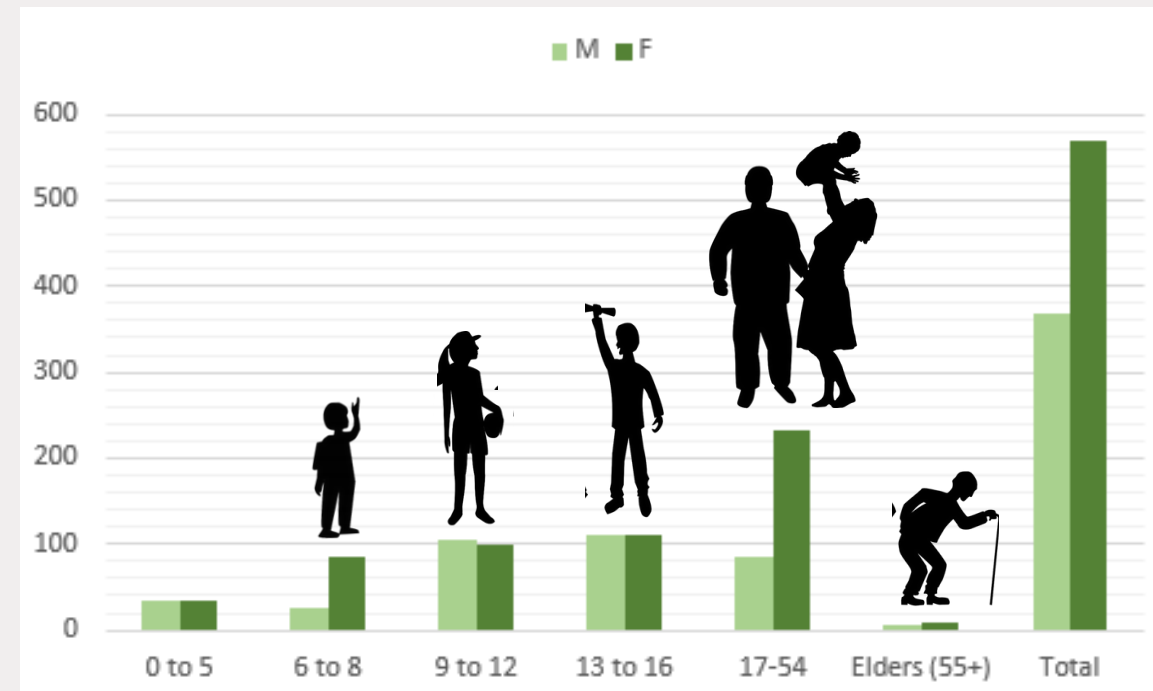
PROGRAMMING HIGHLIGHTS

FUNDING GRANTS

GOAL: Increase participation of residents in the MRA region in sport and recreation.

MRA offers two different funding grants (Recreation Initiatives and Professional Development) for regional or community recreation events and professional development opportunities. The purpose is to support quality recreation services within the MRA region, increase opportunities for community members of all ages, and build capacity within the communities.

Covid-19 restrictions severely reduced the number of large group events, however, we were still able to support some small group events and individuals in their pursuit to being active for life!



SERVED 7 communities
 937 individuals
 41 grants



BOARD DEVELOPMENT

GOAL: Improve the sustainability of the MRA.

MRA prides itself in supporting the development of volunteers and leadership in recreation. We have become a strong development board that provides professional development, support, and learning opportunities for board members, new and experienced, to build their confidence and competence.

In turn, strengthening and building capacity across the NWT sport, physical activity, and recreation sector. This year, the board took part in two board strengthening sessions with David Hartley from NonProfitHelp.

Our Work

PHYSICAL LITERACY (PL)

GOAL: Increase awareness of physical literacy through MRA sponsored events

SHOW US YOUR MOVES

An online campaign where participants would Like & Comment a post for a chance to win 1 of 5 passes to the 2020 Virtual Canadian Sport for Life Summit.

SHOW US YOUR SKILLS

A month-long bingo challenge to highlight the importance of trying and developing new Fundamental Movement Skills (FMS) regardless of skill level. The purpose of the challenge was to:

- learn about FMS
- try new FMS
- experience movements in different environments

PL BINGO **116** registrants

24 fundamental movement skills

WATER & ICE SAFETY

GOAL: Increase water and ice safety awareness, and participation in aquatics

DROWNING PREVENTION CAMPAIGNS

Hosted 2 online campaigns: July 19-25, 2020 Water Safety Week & March 8-12, 2021 Ice Safety Week.

ICE/WATER SAFETY ADVISORY PANEL

Co-hosted two (2) virtual sharing circles for Indigenous Knowledge Holders on Strengthening a Safe Connection to Water in partnership with the NWT Recreation and Parks Association

WATER & ICE SAFETY PANEL DISCUSSIONS

Started an Ice and Water Safety Advisory Panel in partnership with NWTRPA. The panel will build off the first two panel discussions. Discussion points and goals of the 4 session series:

- Indigenous and Western ice and water safety concepts
- Identifying needs in our communities
- Developing action plans for ice and water safety initiatives
- Engaging and encouraging our communities and their voices.



PROFESSIONAL DEVELOPMENT

GOAL: Build capacity in the recreation sector within the MRA region.

RECREATION LEADER TRAINING CAMP (RLTC)

RLTC 2020 **FOURTEEN** communities

THIRTY individuals

FIVE partnerships

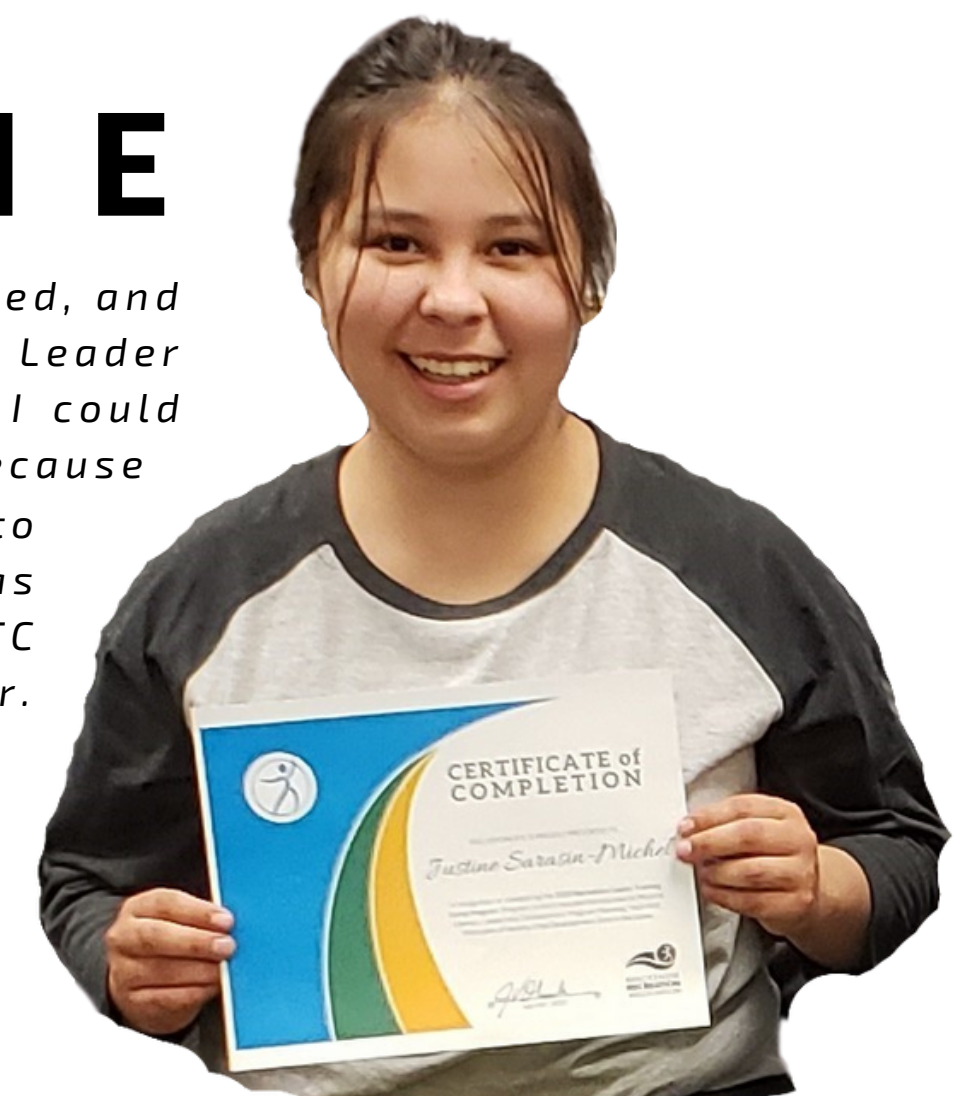
With Covid-19 still affecting travel and large gatherings, we pivoted and hosted not one, but TWO virtual RLTCs:

- June 22-July 3
- Sept. 28-Oct. 4th

MEET JUSTINE

I had worked in recreation in the past but felt lost, unsupported, and unsure of what to do. I saw the ad for MRA's Recreation Leader Training Camp (RLTC). I decided to try it out and see what I could learn from the training program. It was challenging, mainly because all of my school courses switched to online, and it was a lot to keep straight. However, before I knew it, I was DOING IT! I was passing, having fun, and learning from everyone! The RLTC gave me the confidence I needed to become a competent leader. It also gave me invaluable knowledge and experience with program planning, writing for projects, and so much more! The best thing of all, I was able to secure a summer job as the Recreation and Youth Coordinator here in my hometown of Behchokò!

~ Justine Sarasin-Michel



Our Impact



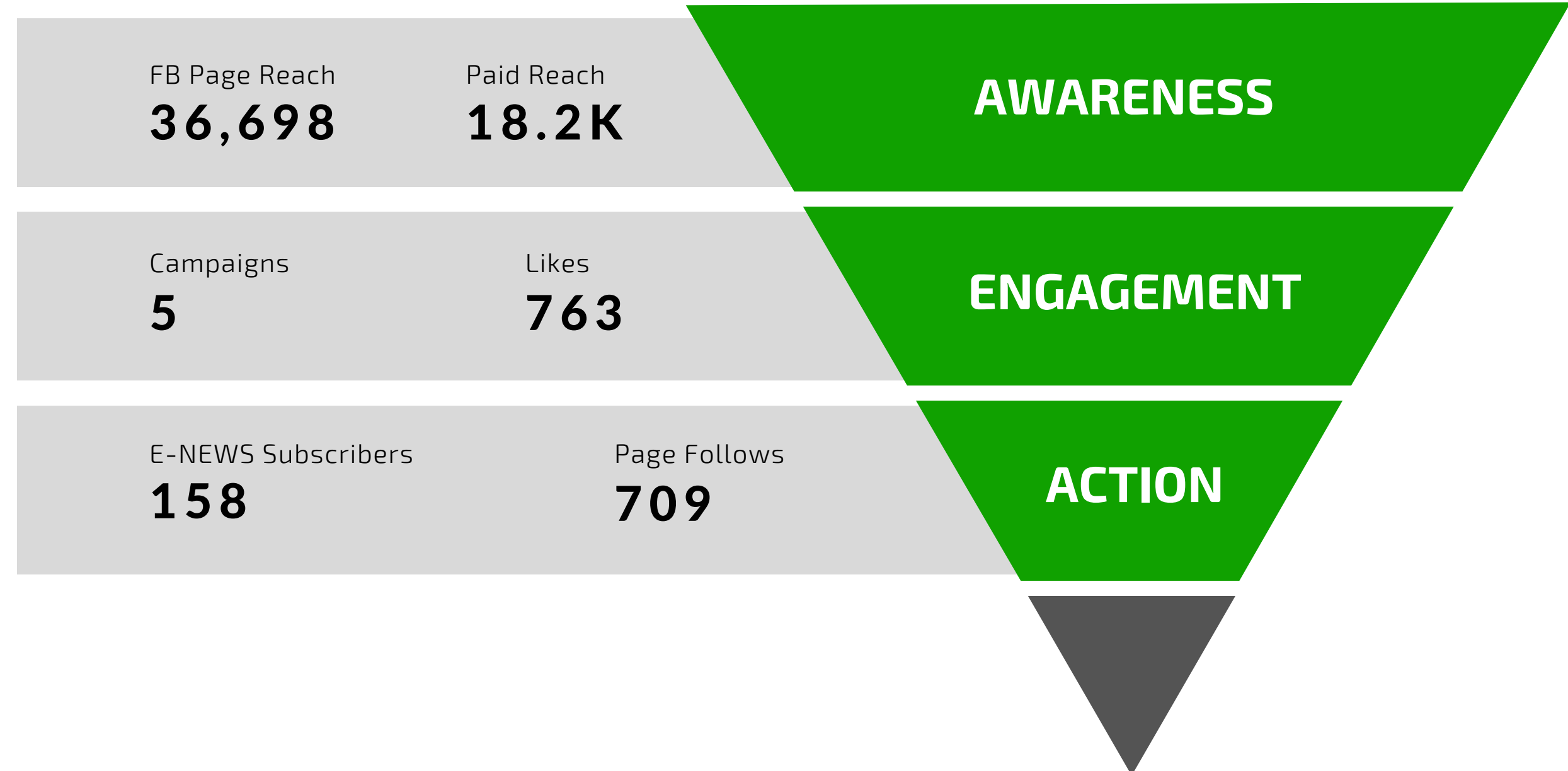
MRA GOALS

1. Build capacity in the recreation sector within the MRA region.
2. Improve the sustainability of the MRA.
3. Increase participation of residents in the MRA region in sport & recreation.
4. Increase awareness of physical literacy through MRA-sponsored events.
5. Increase water and ice safety awareness and participation in aquatics in the MRA region.



ONLINE IMPACT

GOAL: Increase MRA's online presence and reach





EMPLOYMENT MENTORSHIP

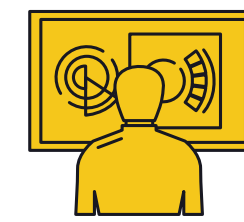
MRA has a long successful history of mentoring youth over the summer months who have since gained successful full-time employment with organizations such as partner territorial organizations, governmental recreation and parks departments, and education boards.

Although Covid-19 brought most programming to a standstill, with the support from Canada Summer Jobs, we were able to work with Abby Webster for a second year in the summer of 2020.

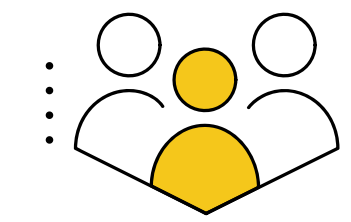
AREAS OF MENTORSHIP & LEARNING



Outreach



Technology



Facilitation



Training

NCCP making headway in sport | Girls in the game | Vulnerable populations | Aboriginal cultural relations | Making headway in sport - soccer-specific | Active start NWT soccer | Respect in sport for activity leaders | Making ethical decisions

STAKEHOLDER FEEDBACK



WHAT ARE MRA'S PRIMARY STRENGTHS?

"Raising awareness of physical literacy through MRA-sponsored events."

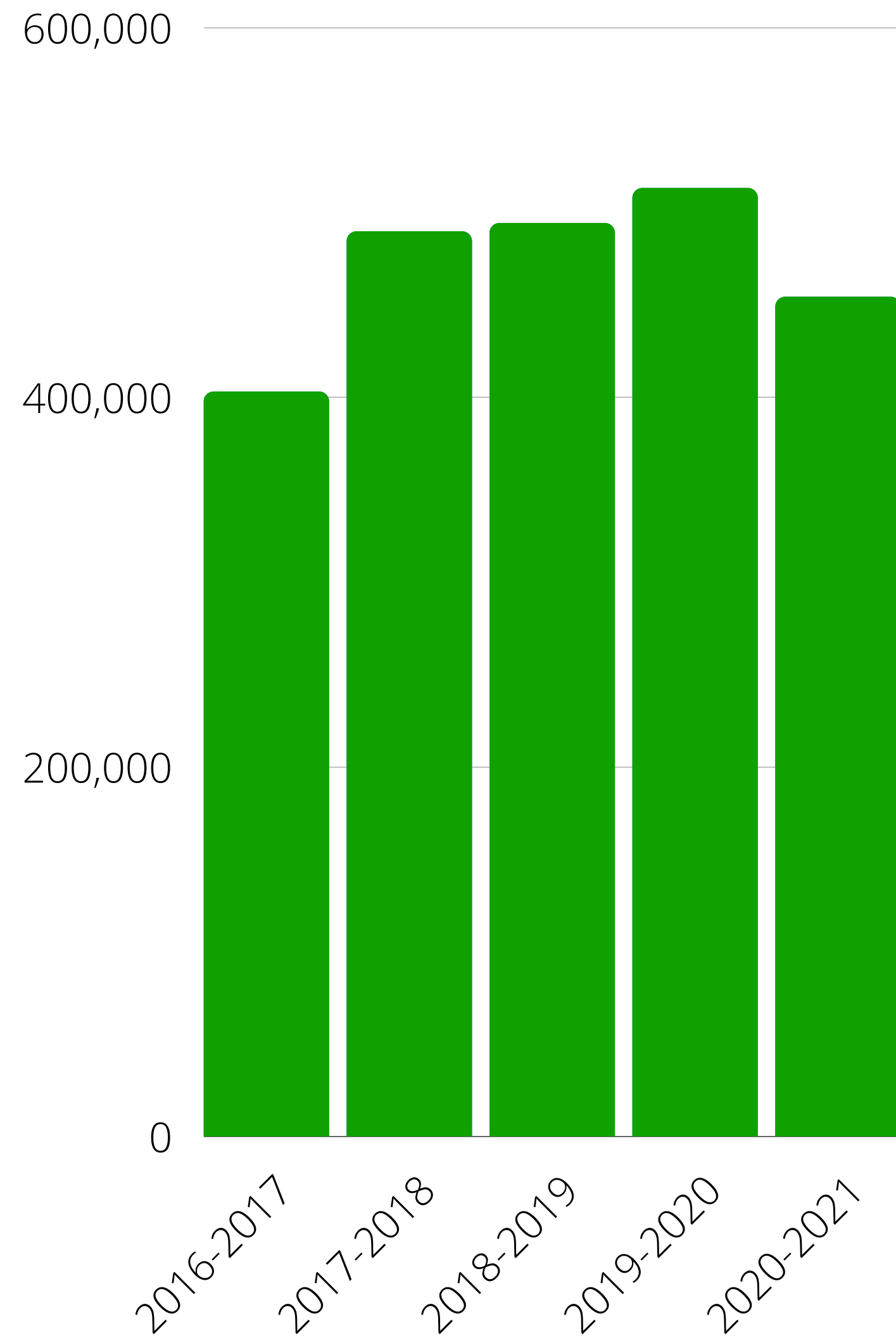
"During the COVID-19 pandemic, the challenges helped people stay connected online. Through staff connections and experiences and funding."

"Active board members & staff."

Statement of Revenues and Expenses
Year Ended March 31, 2021

	2021	2021	2020
Revenues			
GNWT			
MACA: Western Canada Lottery Program	\$ 360,000	\$ 360,000	\$ 360,000
MACA: Regional Youth Sporting Events (RYSE)	80,000	42,500	86,000
MACA: COVID-19 Support	-	44,614	-
MACA: Volunteer Development	-	-	2,000
MACA: NGO Stabilization Fund	-	-	13,314
HSS: Aquatics - Drowning Prevention	16,065	15,015	16,065
MACA: Local Sport Leaders	-	5,000	25,000
Other			
Fundraising	15,000	15,000	5,000
Registration fees	-	-	2,315
Other	13,791	10,945	7,063
Contributions repayable	-	(39,000)	-
Deferred contributions, opening	44,375	39,098	39,479
Deferred contributions, closing	-	(140,313)	(44,375)
	529,231	352,859	511,861
Expenses			
Administration			
Core (Schedule 1)	168,500	160,811	167,212
Recreation Programs			
Association Meetings (Schedule 2)	25,000	24,847	34,779
Recreation Initiatives (Schedule 3)	100,000	42,490	113,028
Multi-Sport Camps (Schedule 4)	22,000	20,861	26,089
PD and Capacity Building (Schedule 5)	50,000	29,280	63,270
Physical Literacy Development (Schedule 6)	2,500	45,294	7,868
Signature Events (Schedule 7)	101,777	3,075	89,742
Water & Ice Safety (Schedule 8)	25,178	26,201	9,873
	494,955	352,859	511,861
Excess of revenues over expenses	\$ 34,276	\$ -	\$ -

REVENUE OVER THE YEARS



Since day one, transparency, efficiency, and accessibility have been core values for the MRA. They will continue to drive our fundraising efforts as we work towards our mission to enhance the quality of life of the Mackenzie region residents through physical literacy and active for life opportunities while fostering and supporting the development of recreation, volunteers, and leadership.

We can't do it alone, and we thank all our sponsors for choosing to support our mission and efforts.

79%
LOTTERIES

16%
OTHER

5%
GNWT



Financials

Looking Ahead



Throughout the past year and a half, the NWT along with the rest of Canada has been pivoting and changing due to Covid-19. As we emerge from the immediate crisis, we are planning for recovery and to address the need for social inclusion and well-being that Covid-19 has created. Sport, exercise, and recreation are the foundation to move forward in recovery as they contribute significantly to the healing of NWT communities by making individuals and communities stronger and healthier through social connections.

With this in mind, in 2021-2022 MRA will focus on strengthening the SPAR sector through professional development and partnerships to enhance the quality of life of the Mackenzie region residents through physical literacy and active for life opportunities while fostering and supporting the development of recreation, volunteers, and leadership.

Increase Board Development Opportunities	Expand reach & partnership with TSOs & communities	Leadership Development
<ul style="list-style-type: none">• MRA board development• MRA region residents board confidence and competence	<ul style="list-style-type: none">• increase partnerships• increase in subscribers• advocacy presentations or events	<ul style="list-style-type: none">• Increase mentorship positions within MRA• Increase MRA's ability to support and connect with communities

SUPPORTERS



PARTNERS



SPECIAL THANKS!

Without the support from these organizations, our impact would not be possible.



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#mra_nwt