



MACKENZIE
RECREATION
ASSOCIATION



2023-2024 ANNUAL REPORT

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MESSAGE FROM THE BOARD

As President of the Mackenzie Recreation Association (MRA), I'm thrilled to present our Annual Report for 2023-2024.

This year presented unforeseen challenges with wildfires impacting numerous communities. Nonetheless, amidst these trials, notable achievements have emerged. These include the successful execution of our Summer Splash camps, a seamless transition in executive leadership, marked by a heartfelt farewell to Jessica and a cordial welcome to Delanie. This transition facilitated the finalization of our Executive Director handbook and a thorough review of our policies. Moreover, adjustments were made to regional titles to better align with the diverse membership of our MRA region.

Additionally, as a board, we have been actively pursuing steps towards decolonization and reconciliation, discerning our path through a visioning workshop aimed at identifying actionable strategies for both MRA and the board.

None of these achievements would have been possible without the unwavering support and generosity of our supporters, partners, and sponsors. On behalf of the entire board and staff, I extend my heartfelt gratitude to each of you.

I encourage you to explore our Annual Report to discover more about our accomplishments, projects, and the stories of those impacted by our work. Let's celebrate our progress together and approach the future with optimism and determination."



A handwritten signature in black ink that reads "Erin Porter".

Erin Porter
President



Janie Hobart
Aikaitcho Director



Ivan Landry
Dehcho Director

Dolphus Nitsiza
Monfwi Director



Roslyn Firth
Nahendeh Director



Alexa Mandeville-Pasowisty
Director



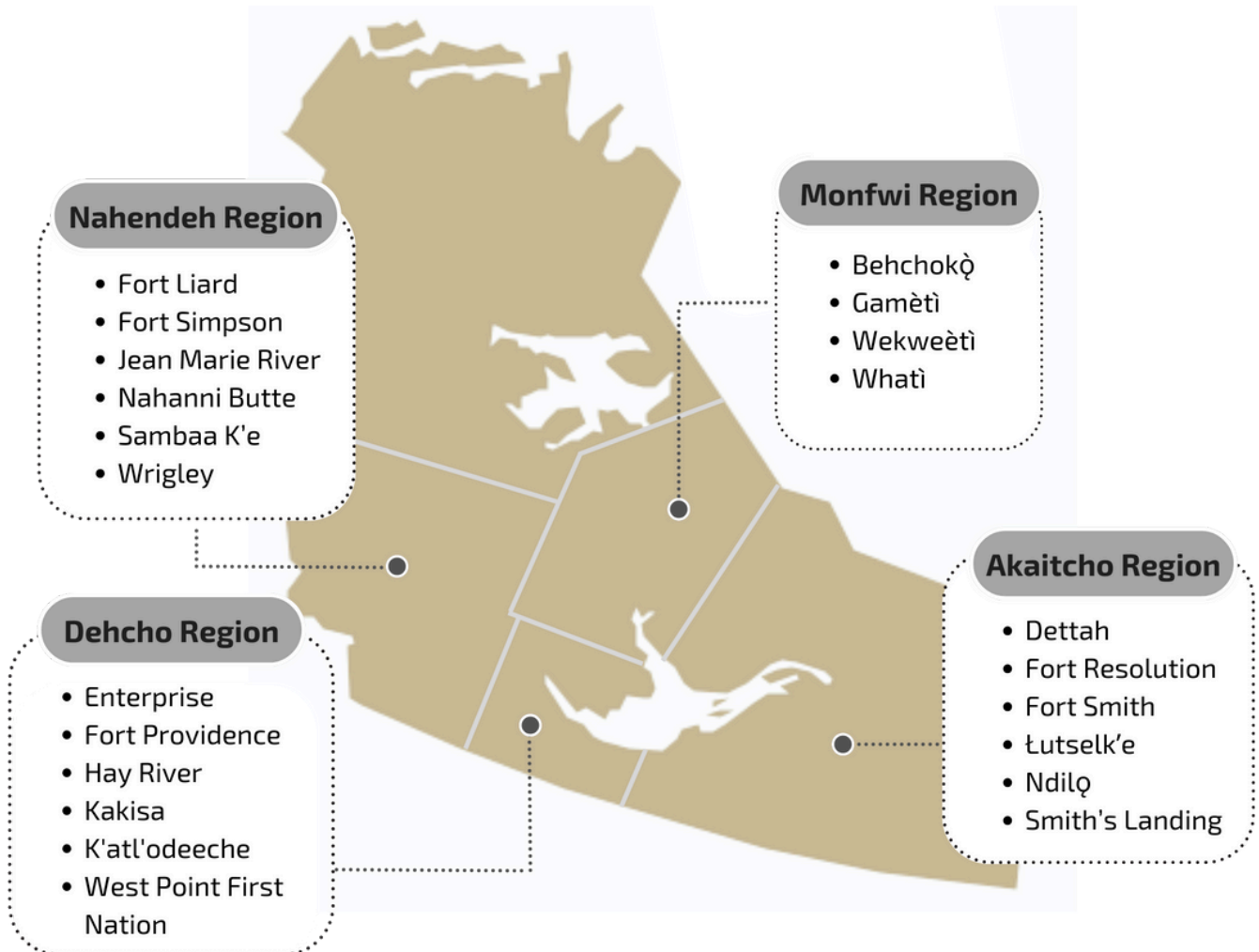
Kali Norn
Director

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MRA REGION



In 1993, representatives from 17 communities spanning three regions collaborated to pioneer a plan for regional recreation and optimize funding use. By 1997, the group expanded to 19 communities, meeting biannually to enrich regional recreation and continuously build capacity.

MRA became a registered society in 2001, continuing our unwavering support and promotion of recreation in MRA region communities. In 2023, after consulting with members and community leaders, changes to regional names and directors were implemented.

MEMBERSHIP BENEFITS

- **Timely, relevant, and accessible information and support.** *MRA is committed to being reachable and consistent in communications and support.*
- **Access to funding, professional development, and programming opportunities.** *MRA draws upon expertise and knowledge from MRA staff, MRA partners, and its network to circulate information regarding access to funding opportunities, professional development, programs, and services.*
- **Capacity building of community recreation leaders and volunteers to be their own best version.** *MRA fosters and supports the capacity of community recreation leaders to be confident and competent leaders by providing them with workshops, training, and other resources.*
- **Input in MRA development and strategic direction.** *Represent your MRA community at board meetings and provide feedback with regards to MRA program development and strategic direction. MRA represents the Mackenzie region and if the needs of the region change so will MRA direction.*



GOALS & MISSION

- 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.

“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.”

OUR WORK

DEVELOPMENT

MRA prides itself in supporting the development of volunteers and leadership in recreation.

We provide professional development, support, and learning opportunities for board members, staff, and recreation leaders.

FUNDING

MRA provides funding grants to:

- support quality recreation services within the MRA region
- increase recreation opportunities for community members of all ages
- build capacity within communities.

OUTREACH

Based on demand and interest, MRA offers programming to:

- increase participation in sport & recreation;
- increase awareness of physical literacy;
- increase water & ice safety awareness;
- build capacity in the recreation sector



HIGHLIGHTS

ED SUCCESSION PLANNING

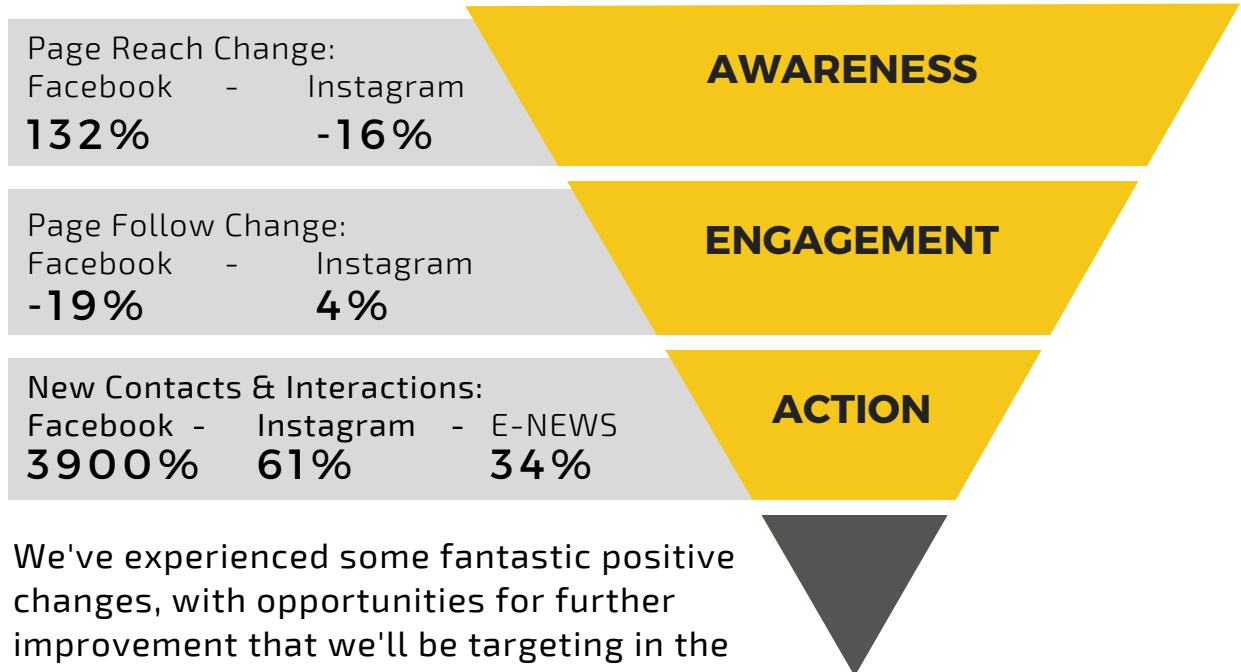
GOAL: Improve the sustainability of the MRA.

In anticipation of 2023, the board foresaw a year of change with Jessica, our Executive Director, planning to resign by March 2024. Delanie was brought on board as Program Director | ED Intern in November 2022, and throughout 2023, we prioritized a smooth transition for staff, board, members, and communities.

Extensive onboarding for Delanie, completion of policies, and the creation of an ED handbook were key steps taken to facilitate this transition and prepare for the future of MRA.

ONLINE IMPACT

GOAL: Increase MRA's online presence and reach



FUNDING GRANTS

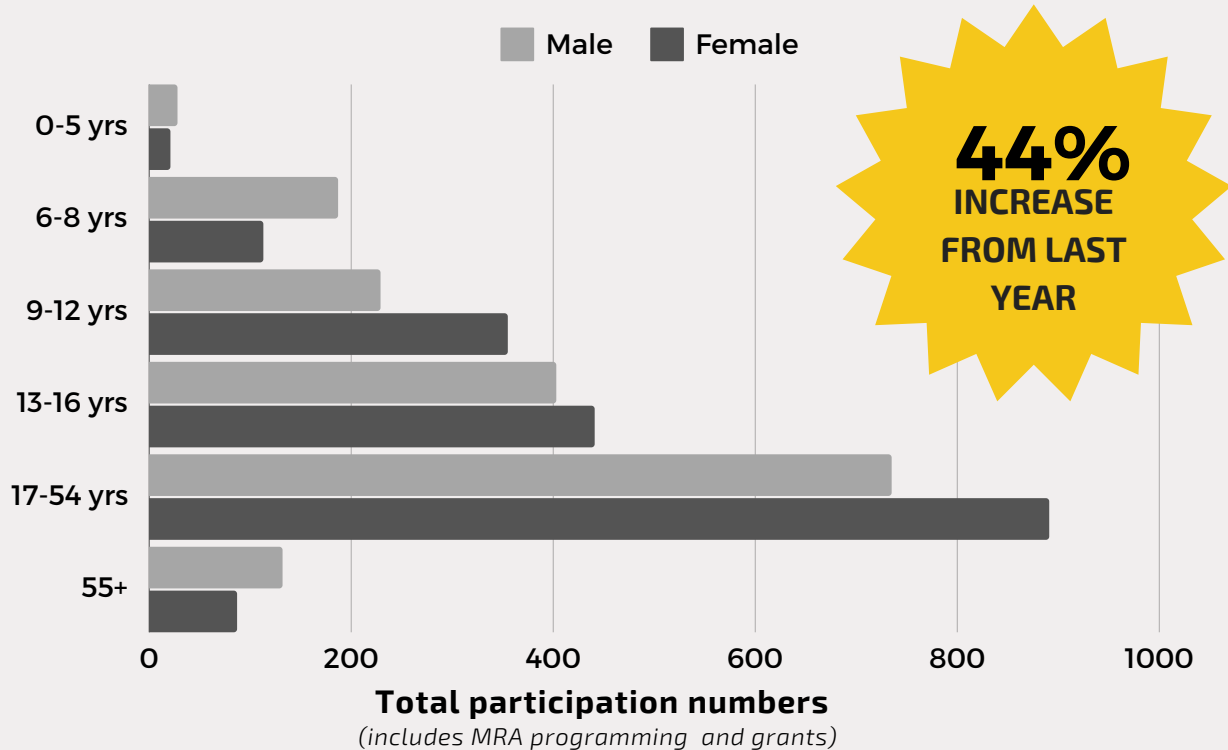
GOAL: Increase participation of residents in the MRA region in sport and recreation.

SERVED

- 13** communities
- 3622** individuals
- 102** total grants
- 53** individual grants

This year, MRA provided THREE funding grants for recreation events and professional development, including one exclusively for individuals and families.

These grants aim to enhance recreation services, broaden community opportunities, and bolster regional capacity within the MRA.



SUMMER SPLASH CAMPS

GOAL: Increase water and ice safety awareness and participation in aquatics in the MRA region.

Our talented summer staff introduced the MRA SUMMER SPLASH CAMPS in response to community feedback for more water-safety programming and swimming camps. These customizable camps meet communities' needs for water-safety messaging and programming.

Despite summer evacuations, our inaugural year was a success, and we're excited to offer them again in 2024.

SERVED

2*
communities

32
individuals

6
requests

****More camps were planned but wildfire prevented them from being completed.***

“THESE EVENTS ARE SO VALUABLE FOR OUR YOUNG ATHLETES: MORE PLAYING EXPERIENCE FOR OUR TEAM, EXPERIENCE WITH QUALIFIED REFEREES, AND NEW FRIENDSHIPS.”

Fort Liard - Fort Nelson Basketball Tournament

“THIS WAS AN INCREDIBLE OPPORTUNITY TO HELP HANNAH GROW THROUGH SPORT. WE ARE EXTREMELY GRATEFUL FOR THE OPPORTUNITY FOR HANNAH TO PARTICIPATE IN THIS EVENT AS AN INDIGENOUS YOUTH FROM A FLY-IN COMMUNITY.”

Gameti - Wrestle Like A Girl Camp

“THIS IS THE HIGHLIGHT OF OUR SKATING WINTER. EXCELLENT RACING OPPORTUNITIES WITH MEANINGFUL COMPETITION AS KIDS RACED OTHERS OF THE SAME ABILITY.”

Fort Simpson - 2024 NWT Championships

2024 DIRECTION

IMPROVE THE SUSTAINABILITY OF THE MRA

Policies, procedures, social media, transition of ED, membership development and improved communication with communities.

EVALUATION & STRATEGIC PLANNING

Update evaluation for MRA program signature events, strategic planning process.

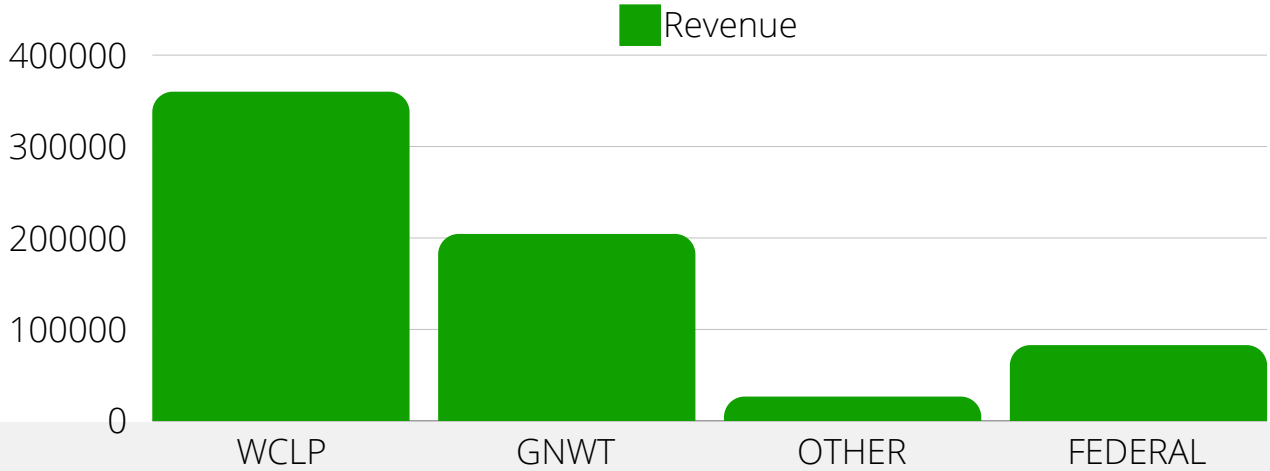
IMPROVE PROGRAMS & SERVICES

Not just participant numbers but overall experience and outputs. Summer programs, water safety, & physical literacy.

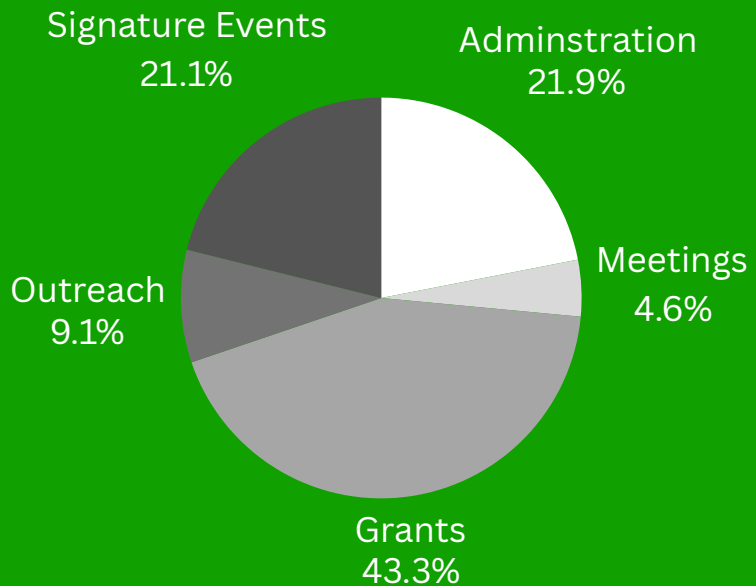
"AS WE MOVE FORWARD, WE'RE THRILLED BY THE OPPORTUNITIES AHEAD. OUR COMMITMENT REMAINS STEADFAST IN EXPANDING OUR REACH, ENRICHING OUR PROGRAMS, AND CREATING AN EVEN GREATER IMPACT IN THE LIVES OF THOSE WE SERVE."



FINANCIAL HIGHLIGHTS



WHERE DOES IT GO?



FINANCIAL STATEMENTS

MACKENZIE RECREATION ASSOCIATION Statement of Revenues and Expenditures Year Ended March 31, 2024

	Budget	Total	Total
	2024	2024	2023
Revenues			
GNWT			
MACA: Western Canada Lottery Program	\$ 360,000	\$ 360,000	\$ 360,000
MACA: Regional Youth Sporting Events (RYSE)	80,000	69,550	90,300
MACA: Recreation and Sport Contribution	-	100,000	-
HSS: Aquatics - Drowning Prevention	-	12,679	10,500
MACA: Volunteer Organizational Development	15,000	22,200	4,000
MACA: Leadership	-	-	15,000
Other			
Canadian Parks and Recreation Association	83,000	82,841	4,000
Fundraising	21,000	31,500	49,837
Other	-	26,564	15,914
Contributions repayable	-	-	(8,184)
Deferred contributions, opening	100,000	144,829	189,252
Deferred contributions, closing	-	(216,477)	(167,743)
	659,000	633,686	562,876
Expenses			
Administration			
Core (Schedule 1)	156,000	152,875	169,951
Recreation Programs			
Association Meetings (Schedule 2)	55,000	31,776	44,759
Recreation Initiatives (Schedule 3)	105,000	141,905	92,620
Multi-Sport Camps (Schedule 4)	-	-	57,846
PD and Capacity Building (Schedule 5)	109,983	103,734	68,360
Physical Literacy Development (Schedule 6)	24,000	2,985	6,354
Signature Events (Schedule 7)	137,000	144,195	126,945
Water & Ice Safety (Schedule 8)	47,000	56,216	(3,959)
	633,983	633,686	562,876
Excess of revenues over expenses	\$ 25,017	\$ -	\$ -

Sponsors and partners are an important part of MRA programs and services, they play a crucial role in our financial and/or logistical support. We wanted to highlight the organizations that have contributed to MRA's success throughout 2023-2024.

Thank You!

Your support is very much appreciated by everyone connected to the MRA!



THE TEAM



Jessica VanOverbeek
Executive Director

Delanie Vail
Program Director |
ED Intern

Abby Shears
Summer Program
Coordinator

Akesha Hardisty-Norwegian
Summer Program
Coordinator

Zoey Walsh
Summer Program
Coordinator

"BEING PART OF THIS ASSOCIATION HAS BEEN AN REWARDING EXPERIENCE. EACH YEAR, COLLABORATING WITH OUR DEDICATED VOLUNTEER BOARD; IMMERSING MYSELF IN VARIOUS COMMUNITIES, GETTING TO KNOW INDIVIDUALS, AND WITNESSING THE INCREDIBLE ARRAY OF EVENTS; AND WORKING ALONGSIDE STAFF MEMBERS AND PARTNERS; HAS TRULY MADE THE LAST 8.5 YEARS A FUN JOURNEY OF GROWTH."

Jessica



GET IN TOUCH WITH US

