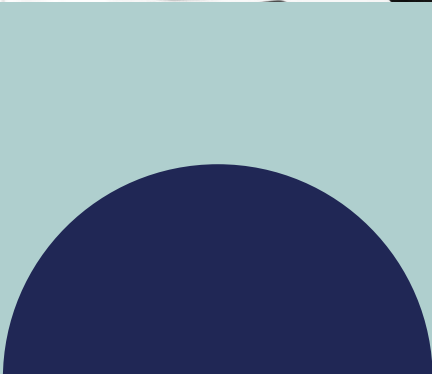




LEADERSHIP
VICTORIA



Annual Report

2020 - 2021



We acknowledge with respect the Lekwungen speaking peoples, also known as the Esquimalt and Songhees, and the WSÁNEĆ Peoples, the Pauquachin, Tsawout, Tsartlip, Tseycum First Nations on whose ancestral territories we live, work, and share leadership and whose historical relationships with the land continue to this day.

Contents

ABOUT LEADERSHIP VICTORIA	3
COMMUNITY LEADERSHIP DEVELOPMENT PROGRAM	8
RESILIENT LEADERSHIP PROGRAM	14
VICTORIA COMMUNITY LEADERSHIP AWARDS	16
LEADERSHIP VICTORIA PODCAST	20
FINANCIAL HIGHLIGHTS	21
OUR PEOPLE	24
VCLA AND PROGRAM SPONSORS	26

About Leadership Victoria

Leadership Victoria is a community-based, voluntary organization.

We develop and support new leaders who are passionately engaged in building a strong, healthy community through experiential leadership training programs, workshops for community leaders, and leadership podcasts. Since 2001, Leadership Victoria has been the go-to organization to develop our city's emerging generation of leaders. Our volunteer board members, coaches, mentors, facilitators, and program partners put their collective skills and expertise to work in developing Victoria's emerging generation of leaders.



MISSION
GROWING COMMUNITY
LEADERSHIP.

VISION
COMMUNITY LEADERS
CHANGING THE WORLD.
STARTING HERE.

Values

- WE
FOCUS LOCAL
- WE
INSPIRE
HOPE
- WE
CONNECT
INFLUENCERS
- WE
LEAD THE
CELEBRATION
- WE
OPEN DOORS
- WE
TAKE ACTION
- WE
STICK
TOGETHER

“Leadership Victoria has continued to adhere to best practices in governance to reinforce its organizational strength.”

- CALVIN JENNINGS, SECRETARY

Highlights



GRADUATED 388
LEADERS SINCE 2001



COMPLETED
75 COMMUNITY ACTION
PROJECTS SINCE 2001



CELEBRATED 223
COMMUNITY LEADERS
AT THE VICTORIA
COMMUNITY LEADERSHIP
AWARDS



THE COMBINED ANNUAL
BUDGETS OF THE TEAMS AND
ORGANIZATIONS LED BY LV
GRADS ARE APPROXIMATELY
\$1.5 BILLION



THERE ARE APPROXIMATELY
2,704 COMMUNITY
VOLUNTEERS WHO ARE LED
BY AN LV ALUMNUS IN A
COMMUNITY GROUP

Message from the Executive Director



Our 19-20 theme “Start Here” spoke to the importance of leaders finding a gap and stepping in to make a local lasting difference. The theme was prescient in the number of new initiatives we started to pivot through the pandemic. As we enter the second year of the pandemic, I am proud of how our team has increased our reach and impact.

In February 2020 we set our goals: 125 new program graduates, 25 new Community Action Projects, and a new flagship leadership program delivered by 2024. Two months later,

these goals met COVID. Despite the unprecedented challenge, we made progress on our goals. In 20-21 Leadership Victoria graduated 14 new program graduates, developed 5 new Community Action Projects, and delivered “Resilient Leadership” a new flagship program for community serving organizations supporting the skills they need to pivot during a pandemic. Additionally, we put on a socially distanced Victoria Community Leadership Awards ceremony, produced 26 episodes of our “How I Did It” podcast featuring long-form stories from local leaders and restructured our society with a new board and staff.

The Community Leadership Development Program started with a promise 21 years ago to grow community leaders; that mission has never wavered. We completed an incredible year with the theme “Belonging in my Community”. Importantly, our program was able to see a considerable increase in our own diversity with 1/3rd of the class identifying as a newcomer to Canada. Thank you to our generous contributors who helped more than triple our bursary amounts.

At the 17th annual Victoria Community Leadership Awards, we celebrated

10 winners in style with a small gathering live-streamed for the wider community. I am grateful for each of the winners who participated in an interview streamed live – thank you for sharing your stories and for your engagement to make our community as vibrant as possible.

Our team is strong and focused. I am thrilled with the new board structure that actively increased our efforts over the last year in financial procurement and program redesign. This fall, we are initiating a new program of Senior Leaders storytelling as well as a second intake of the highly successful Resilient Leadership program.

The theme for 20-21 is “World Changing”. When the world changes, community leaders stand up and choose to change the world. I am so grateful for each of our team members as they rose to the challenges in front of us. Our staff, board members, community partners, donors, sponsors, and volunteers are at the forefront of community leadership. If that resonates with you, we invite you to participate with us. We are ready, excited, and prepared for the challenges of this year.

MARK CROCKER, EXECUTIVE DIRECTOR

Message from the Board President



Connected Leadership is powerful. A connected leader is authentic, has high self-awareness, is engaging and highly collaborative. This year has proven to be a monumental test for connected leaders, trying to be present and participative, without the benefit of face-to-face engagement. Despite the challenges COVID-19 has put in front of all of us I’m so appreciative of the work delivered by our staff, our executive director Mark Crocker, our board directors, and all of our very valuable volunteers this year. They have delivered an inspiring group of graduates from our Community Leadership Development Program, and a meaningful evening of recognition at the 17th annual VCLAs.

I’d like to extend our deep appreciation to all our sponsors who stayed committed to supporting the growth of local leaders during an uncertain time for their organizations—we couldn’t have done it without you.

I’d also like to recognize an important connection with Leadership Victoria: the conclusion of six years of service by our outgoing board president, Curtis Smith. Curtis has given countless hours of volunteer service, leading the board activities with a steady hand through many challenges and successes. In my transition with Curtis I’ve greatly appreciated his calm, intelligent, and lighthearted style, that helped us all stay connected to the mission. We thank you Curtis, and wish you well as you continue on your path of leadership.

I’m looking forward to connecting with you in the coming year—contact me anytime at:
Chair@LeadershipVictoria.ca

Together, Leadership Victoria is committed to growing local leaders with the skills and enthusiasm to be “World Changing”.

BRYAN MAVROW, BOARD PRESIDENT

Community Leadership Development Program

The Community Leadership Development Program provides a powerful learning opportunity for aspiring local leaders in support of socially responsible organizations that make up a strong and resilient community. Founded in 2001, the Community Leadership Development Program is the flagship program of Leadership Victoria. The six-month program provides an engaging development program for emerging leaders in Greater Victoria. It takes emerging leaders from public, private, academic, and charitable sectors and sets them up for success as leaders in our community.

In 2020-2021, graduates worked with local organizations under the theme “Belonging in my Community.” Graduates supported local not-for-profit organizations who have been significantly impacted by COVID-19 and found meaningful solutions to the biggest challenges that emerged in the early phase of the pandemic. Completed projects aided in recovery and ensured sustainability during future crisis events.



“I think the most important lesson that I’ve learned is to be kind to ourselves and to be kind to everyone around us. Kindness would ensure that not only do we find the right goals, but we also find the right way of going about our goals, so to just live, breathe, and lead with kindness.”

- NEHA SHARMA, 2020-2021 CLDP GRADUATE

Community Action Projects

Community Action Projects enable our graduates to enhance their learning of community leadership by putting the theory into practice. They work with a group of leaders to strengthen their resolve and gain tools and the confidence to lead their organizations. These projects also provide meaningful benefits to the community and to the people who are affected. Graduates completed two Community Action Projects.



Team Omada

Team Omada’s community action partner was The Vancouver Island Counselling Centre for Immigrants and Refugees (VICCIR). The organization provides invaluable mental health support to immigrants and refugees living in Canada.

Team Omada focused on creating a pilot project for Ambassador recruitment within the Spanish speaking community that VICCIR could expand to other cultural communities in future as they build their team. The team collaborated with VICCIR to build engaging on-brand marketing materials, databases to capture connections across different cultural communities, and new online application tools to streamline processes. As VICCIR takes this recruitment framework and applies it to other cultural communities, the increased awareness will create a ripple effect, so that more members of the community learn about VICCIR services and those who need it most are connected with support.

Team Freshpect

Team Freshpect's community action partner was the The Inclusion Project (TIP) which is a social innovation network and resource hub for organizations, communities and institutions engaged in knowledge development and practice to further racial equity, diversity and inclusion (REDI).

The team's goal was to reach individuals who self-identified within the BIPOC community to gain insight on their experience, and gain insight on how to better support Racial Equity, Diversity, and Inclusion within the workplace. Graduates learned about The Inclusion Project's vision to create a HUB and saw that they could add value to their vision. Through an anonymous, web-based survey, the team collected and delivered data that will provide The Inclusion Project with a framework for the HUB.



"What I've learned in this course is that leadership is a journey and there's no such thing as a born leader. All leaders build themselves. They don't build you up, you build yourself as a leader. Being part of the community, I think it's an amazing journey and it never stops, it's continuous learning."

- KIM KNUDSEN,
2020-2021 CLDP GRADUATE



Community Leadership Development Program

Sam is the 2021 winner of the Outstanding Leadership Award for the Victoria Community Leadership Awards. The recipient was nominated by his peers and confirmed by program coaches. Sam is currently working as a group home supervisor with Victoria Community Living. Sam believes the role a true leader plays is to walk in tandem with people to support their goals. He feels that leadership is all about people and feeling included brings out the best in everyone. He has been quoted as saying, "I don't have a better team, but my team has a better version of me."

"One big thing I learned here, knowing how not to do something in a particular context. It's a big leap for me. This program gave me a perfect opportunity to begin the journey of unlearning and relearning. I thank Leadership Victoria for giving people this opportunity to be baptized in a new community, in a new culture. It gives definition to everything I see at work, to the reactions I see in people and how people react to me, how people react to what I say at work, how people react to what I do. It's a great opportunity."

- SAM ARIYO, 2020-2021 CLDP GRADUATE

Looking Forwards

“As Programming Chair this year, it has been my privilege to get to know and work very closely with all participants in our six-month flagship program, the 2020-21 Community Leadership Development Program (CLDP). Despite the challenges of COVID and pivoting to a mostly virtual learning environment, our cohort of emerging leaders and our team of flexible facilitators, dedicated coaches and resilient program staff and volunteers managed to create an experience that was both memorable and life changing. Working through their Community Action Projects with several local organizations supporting newcomers and racially diverse populations, our graduates collaborated to create concrete and lasting outcomes under the theme of “Belonging in My Community”. Armed with all the learnings from this past year, the Programming Committee is eager to create an even more relevant and impactful program for 2021-22 under a banner of “World Changing”, through the delivery of the 21st CLDP, as well as our Resilient Leadership program.”

- PENNY JADWIN,
PROGRAMMING COMMITTEE CHAIR AND VP



2021-2022 marks Leadership Victoria’s 21st season of the program.

Graduates will build lasting connections and friendships while having the opportunity to learn from local experts and influencers including leaders, gold medal athletes, and local business leaders. We are excited to support you on your leadership journey as you level up your leadership through hands-on community engagement.



For more information on the program,
please visit:
[https://www.leadershipvictoria.ca/
community-leadership-development-pr-1](https://www.leadershipvictoria.ca/community-leadership-development-pr-1)



Resilient Leadership Program

The COVID-19 pandemic has presented new challenges for our leaders. Many leaders feel as though they are ill-equipped to find solutions at this time, considering they have never utilized crisis-leadership strategies at the current persistent level. Leadership Victoria’s Resilient Leadership Program was developed as an emergency program to increase resiliency skills for the leaders of community-based organizations. Our first cohort participated in the immersive, eight-week online course in the fall of 2020. During the program, we engaged 23 independent organizations and 37 individuals in the community-serving sector from across Vancouver Island.

The program curriculum was designed with the following framework in mind:

SUPPORT

Developing a leadership strategy

TOOLS

Implementing the practical steps to the strategy

CONNECTIONS

Building lasting relationships to new community partners for ongoing support and to get things done.

FOR MORE INFORMATION, PLEASE VISIT: [HTTPS://WWW.LEADERSHIPVICTORIA.CA/RESILIENT-LEADERSHIP-PROGRAM](https://www.leadershipvictoria.ca/resilient-leadership-program)

“Everyone in this course was there for the right reasons and [we] definitely found many commonalities that made us feel like we are in this together. The shared feeling of ‘you’re not in this alone’ really came through clear and loud for me.”

- SILCKA HINNERS, PROGRAM MANAGER,
ATTORNEY GENERAL’S OFFICE



“[This was] a fantastic opportunity to learn about leadership during challenging times and a chance to connect with others who are facing similar issues.”

- SARAH FOSTER, DIRECTOR OF
EARLY LEARNING, BGCCVI



During the eight sessions, our leaders started by focusing on topics of leadership assessment, evaluation, and how we can come together as a team to achieve greatness. Leaders explored a hybrid approach to project management and learned how to recognize and navigate stages in the change curve. Our program facilitators also designed a roadmap for navigating the disaster pandemic context which allowed participants to create a development plan that aligned with their organization’s values. Through sessions on stakeholder engagement and communication, participants left the sessions with tools they can use to employ organizational storytelling and create connection points, context, and engagement in stakeholder partnerships. Lastly, we built connections by prioritizing opportunities for collaboration between participants and organizations while exploring strategies for developing effective and mutually beneficial relationships through networking.



17th Victoria Community Leadership Awards

The Victoria Community Leadership Awards (VCLAs) celebrate the inspiring stories of community leaders who make Greater Victoria a vibrant, healthy community for all of us to live, work, and play. Awards are based on the often overlooked leaders who see a need and respond with vision, energy, and passion. The VCLAs began with a group of local business, government, and community leaders who knew that Greater Victoria needed an event to recognize the lasting work of leaders who inspire the next generation of leaders.

For the 17th annual Victoria Community Leadership Awards on September 15th, 2021, we celebrated ten winners through a small, physically-distanced event at the Deep Cove Winery. Thank you to our sponsors who continue to make the event possible.



“Once again, this vibrant but small gala was held within the limits of Provincial health orders regarding COVID-19. Nonetheless, it was a sparkling evening highlighting the accomplishments and backgrounds of our ten, inspirational 2021 VCLA winners: the often unsung heroes with a true passion and commitment for their community. They were deservedly honoured by Leadership Victoria’s Board, staff and volunteers, our Signature Sponsor the Victoria Foundation, our generous, local sponsors, and appreciative guests.”

- CAROLINE HUDSON,
BOARD MEMBER AND VCLA LEAD

2021 Award Categories and Award Recipients



AWARD RECIPIENT
Sharlene Law

HEALTHY STANDARD OF LIVING
Ensuring stable employment and resources for a healthy community with access to secure and sustainable housing.

As Executive Director of the Umbrella Society, Sharlene is a leader who is flexible and creative in finding new ways for her staff to create programs for increased access for clients to addiction and recovery supports. Her leadership style has always been values-based; Sharlene understands that her staff need space to grow and explore their own leadership potential.



AWARD RECIPIENT
Mena Westhaver

THRIVING CHILDREN AND YOUTH
Supporting and promoting social, mental, physical and cultural wellbeing for people under 30.

Mena is an inspirational fitness leader and skating instructor who actively promotes health and wellness. Mena recognizes everyone’s potential is different and creates innovative and fun opportunities for others to test their grit and determination and meet their fullest potential. When her son was diagnosed with cancer in 2009, Mena channelled her exceptional leadership skills into raising money for other families in the same situation as her.



AWARD RECIPIENT
Jo-Ina Young

LIFELONG LEARNING
Providing attainable formal or informal learning throughout life for personal or professional development.

Jo-Ina Young is a Métis Elder and Knowledge Keeper and an inspirational role model for everyone she meets. Having discovered her true heritage at age 51, she actively shares her love of Métis culture with schools and hosting cultural workshops. Jo-Ina believes that effective leadership lies in finding people’s passion and in helping them to excel.



AWARD RECIPIENT
Steven Baileys

BELONGING & ENGAGEMENT

Connecting residents in meaningful community to ensure a sense of participation and belonging.

Steven is a community connector who leads with kindness and respect and believes in collective effort to get things done. The son of second-generation immigrants to the United States, Steven understands family history often shapes who we are. Steven focuses on linking people to initiatives and topics that matter to CPN members and helping them to connect and collaborate.



AWARD RECIPIENT
Grace Sinats

FLOURISHING SAFE ENVIRONMENTS

Innovating and ensuring our built and natural environments are beautiful, safe, sustainable, and accessible.

At age 15, Grace is already defying boundaries. She was a founding member and core-organizer with Our Earth Our Future, the Victoria branch of Climate Strike Canada and also helped create the "Climate Champions" initiative with the City of Victoria. Grace leads with compassion and empathy and views her leadership style as empowering others to improve their own communities.



AWARD RECIPIENT
John McEown

HEALTH & WELLNESS

Improving access to enjoyable and effective fitness, healthcare and food security.

As he approaches his 100th birthday, John exemplifies positive leadership by supporting arts and social service organizations in Greater Victoria. As a servant leader, John believes that people who are blessed with good fortune have an obligation to help those facing tough times. He is a visionary who welcomes and promotes changes he believes will benefit the community at large.



AWARD RECIPIENT
Laila Pires

ARTS & CULTURE

Connecting and engaging Victoria to a significant array of arts and cultural opportunities.

Laila actively promotes the values and heritage of her native country, while focusing her attention on developing others through her work with The Philippine Bayanihan Community Centre. To Laila, other people always come first, and she goes out of her way to coach and advise those around her to unlock their fullest potential.



AWARD RECIPIENT
Pulchérie Mboussi

GETTING STARTED IN OUR COMMUNITY

Engaging and welcoming newcomers to our community and leaving a great impression for visitors to Victoria.

When Pulchérie moved to Victoria in 2010, she immediately devoted herself to fostering an environment that celebrates African art, dance, and cultures, quickly earning herself the title of "Mama Africa". As a leader, she brings people out of the shadows so they can realize their fullest potential, all the while showcasing the contributions being made by community members of African descent.



AWARD RECIPIENT
Sage Lacerte

EXTENDING RECONCILIATION

Deepening and improving the relationship between the diverse nations that make Canada home.

Sage is striving to enable a national ecosystem, called Sage Initiative, made up of Indigenous women who are building investment capacity and providing Indigenous-owned businesses with access to social finance. Being named a leader, in her view, is humbling and brings responsibility with it. Sage's world view centers on relationships to each other and to Mother Earth.

Leadership Victoria Podcast

Join host Mark Crocker (Executive Director, Leadership Victoria) in conversation with local leaders in the Victoria community as they share insider secrets of “How I Did It.”

For more information visit <https://www.leadershipvictoria.ca/podcast>.

Listen on Apple Podcasts or Spotify.



“ The line is blurring, and it demonstrates that we expect all organizations and all leaders to be playing a role in our community. What we’re trying to do is highlight that that’s part of being a leader in any organization: building out and helping to support the broader ecosystem and broader community that you are a part of.”

- DR. SAUL KLEIN:
GETTING THINGS DONE PODCAST

Connect with us



FACEBOOK
leadershipvictoria



INSTAGRAM
leadershipvicbc



LINKED IN (PAGE)
leadership-victoria-society

LINKED IN (USER)
leadershipvictoriabc



TWITTER
@leadershipvicbc

Financial Highlights

Leadership Victoria’s continued delivery of leadership development is contingent upon annual financial funding from grants, donors and sponsors. This last year has been difficult as funding became contingent upon COVID response services and systemic racism challenges in society. Leadership Victoria has been successful with attaining grants as our community leadership focus speaks to solving local community racial, equitability, diversity and inclusivity challenges through growing community leadership. Additionally, our alumni leaders were key players leading their organizations through the challenges of COVID. I would like to thank all of the grantors, foundations and sponsors for recognizing that leadership matters in these difficult times.”

- DAVE MARECEK, FINANCIAL STABILITY COMMITTEE CHAIR

“ Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Leadership Victoria Society as at June 30, 2021, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).”

- DUSANJ & WIRK CHARTERED PROFESSIONAL ACCOUNTANTS

INCOME STATEMENT	2020 - 2021	2019 - 2020
REVENUE	215,548.00	147,940.00
EXPENSES	175,550.00	183,372.00
NET INCOME	39,998.00	(35,432.00)

BALANCE SHEET	JUNE 2021	JUNE 2020
ASSETS	156,195.00	113,352.00
LIABILITIES	122,359.00	119,514.00
EQUITY	33,836.00	(6,162.00)

2020 - 2021 Revenue



2020 - 2021 Expenses

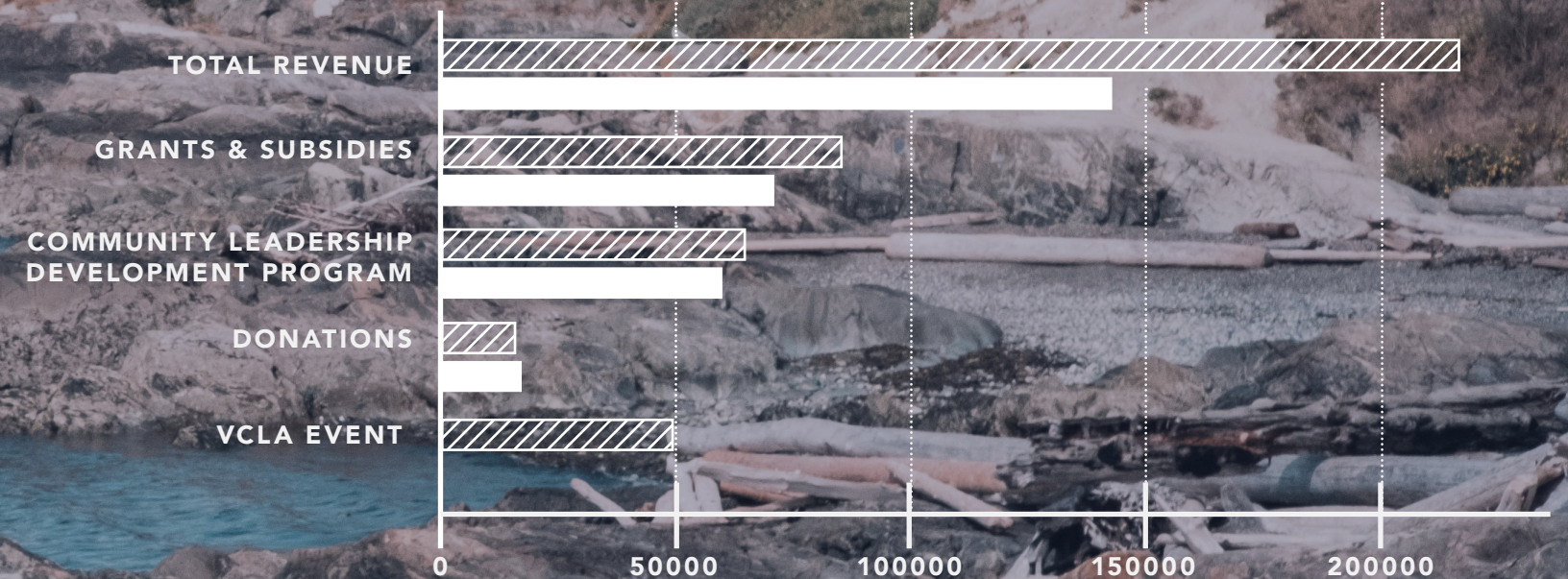


“Leadership Victoria remained resilient during the past fiscal year and ensured it was financially stable throughout the pandemic. By transitioning to adapt to the changes, we were still able to offer our programs throughout the year to future local leaders. I am proud of all the support we have received over the past year to ensure the organization continues to have success!”

- JULIANNE VAN DYK, TREASURER

Revenue Comparison

▨ = 2020 - 2021 ■ = 2019 - 2020



Looking for meaningful work? Leadership Victoria embraces staff and volunteers as fundamental to our vision, mission, and very existence. To join us, please visit: <https://www.leadershipvictoria.ca/work-with-us>.

Would you like to support the future of local leadership? Consider making a generous donation to Leadership Victoria. Whether it is a one-time gift, ongoing monthly support or a permanent scholarship, your contributions allow us to continue developing local leadership for the future of our community. We invite you to highlight your role as a community influencer as you showcase your commitment to our local leaders. For more information please visit [leadershipvictoria.ca/support](https://www.leadershipvictoria.ca/support) or meet with our executive director for a coffee. You can reach Mark Crocker at Leadership Victoria at 250-385-6088.

Our People

COHORT, CLDP

Blake Andison
Samuel Ariyo
Maria Campos
Ashley Gulevich
Crystelle Jensen
Kim Knudsen
Taz Lacroix
Darya Lyubymova
Susan Ngara
Kathryn Pearson
Dallas Posavad
Neha Sharma
Jen Thorndale
Melanie Winter

FACILITATORS, CLDP

Gume Arzola
Ian Chisholm
Mark Crocker
Dawna Day
Evan Hoffman
Jeff Holmes
Shawn Holmes
Penny Jadwin
Cheryl Joslin
Saul Klein
Amber MacMillan
Jason Oliver
Erinn Pinkerton
Nooreen Preusser
Ron Stewart
Jim Tamm
Stephen Twynstra

RECOGNITION, CLDP

Abeer, VICCIR
Adrienne, VICCIR
Ana Maria, VICCIR
Mira, The Inclusion Project
Ruth, The Inclusion Project
Terri Chzowski, Team Coach
Dave Marecek, Team Coach
Ann Ovstaas, Team Coach
Kate Taylor, Team Coach
Devesh Bharadwaj, Pani Energy
Lisa Mercure, Victoria Native Friendship Centre
Ron Rice, Victoria Native Friendship Centre
Kareece Whittle-Brown, Here Magazine

BOARD OF DIRECTORS

Garth Caters - Director at Large
Caroline Hudson - VCLA Lead
Penny Jadwin - Vice President, Program Committee
Calvin Jennings - Board Secretary
Dave Marecek - Financial Stability
Bryan Mavrow - Board Chair
Joanna May - Vice President, HR Committee
Julianne Van Dyk - Treasurer

VCLA VOLUNTEERS







Mike Anthony
Rick Anthony
Lori Elder
Marcia Fernandes
David Giroday
Sarah Hostettler
Caroline Hudson – VCLA Lead
Sabrina Lai
Madison Liew
Veronica Melo
Veronica Osborn
Bryan Rowley
Iochabel Santas
Neha Sharma
Vianna Tabasi
Bruce Williams






Thanks to our volunteer, **Madison Liew**, for developing this Annual Report.










Thank you to our VCLA and Program Sponsors

Special thanks to the Victoria Foundation for their continued support in developing Victoria’s leaders.











Leadership Victoria

602-620 View Street, Victoria, BC V8W 1J6

info@leadershipvictoria.ca

250.385.6088

www.leadershipvictoria.ca

Charity No. 823039813 RR0001



Special thanks to the Victoria Foundation for their continuous and generous support of the leaders of Greater Victoria