



WinnServ

Annual Report

**Year Ending
March 31, 2025**





VISION

WinnServ is a community of excellence that inspires belonging and connection.

MISSION

To provide supports and services so that adults with intellectual disabilities can live full and meaningful lives of their choosing.

VALUES

We believe that everyone has value.

We are honest and do what we say.

We take responsibility for our actions.

We talk with people and we listen.

We ask questions and seek to understand.

We support each other to grow.



CHAIR REPORT

SUBMITTED BY VALERIE MARTIN

Welcome to the Annual General Meeting of WinnServ Inc., that we know as a registered charity that is a community of excellence that inspires belonging and connection by providing adults with intellectual disabilities residential and independent living services so they can live full and meaningful lives of their choosing. Thank you for taking the time to be here!

2024-2025 was an exciting year as the Board was able to continue to concentrate our attention on the future with a focus on strategic planning.

I want to thank all board members for their time, commitment, and contributions to the organization. All board members, that are eligible to stand for another term, with terms ending have agreed to let their names stand for another two-year term. Board members Brian Whiteside, Christine Currie, Jonathan Goldenberg, and myself, Valerie Martin have served WinnServ for 6 years, the maximum time permitted per Bylaws. A big thank you to Brian, Christine, and Jonathan for their work and commitment to WinnServ. You will all be missed! Despite these departures, I am excited about the energy and commitment of our Board and the slate of nominees which will be presented later in the meeting!

The Board thanks the staff, management team, and Malinda Roberts for their energy, commitment,

and consistency in delivering our services. We are fortunate to have you, and we want to take this time to acknowledge all that you do for WinnServ, thank you! We are excited about the future of WinnServ and the opportunity to work alongside you on this journey.

Some of the year's highlights include:

- As noted last year, we welcomed the Department of Families representatives (April 2024). The Department of Families shared their overwhelmingly positive feedback with respect to WinnServ and their working relationship with the Department. It was a wonderful opportunity for the Board to interact with the Department.
- Welcomed guest speaker Judy Murphy who delivered a session on risk management (May 2024) with respect to defining what risk impact and probability mean at WinnServ with the goal to develop a risk matrix and structure for reporting to the Board. The impact and probability



guidelines were set through this process. These were used by management in the development of the risk register presented to the Board (Jan 2025).

- Ad hoc committee of a few Board members acted as advisors to Management on WinnServ's rebranding and website development project with Relish Ideas.
- Welcomed guest speaker Kris Moffat with respect to WinnServ's insurance (Nov 2024).
- Developed Annual Board Work Plan.
- Completed the Executive Director's (Malinda Roberts) performance review in which the board continued to be highly impressed with her performance (June 2024, June 2025).
- Lastly, the new mission statement approved at the AGM in 2023 is on hold until we can confirm the changes are acceptable with the Charities Directorate. Our plan is to work on this over the next several months.

The board looks forward to the upcoming year and supporting Malinda and the management team as they move forward with ongoing operations, risk management, and the strategic plan!



EXECUTIVE DIRECTOR REPORT

SUBMITTED BY MALINDA ROBERTS

This past year has been one of steady growth, meaningful progress, and thoughtful planning for the future.

We continued to move forward on the goals outlined in our strategic and operational plan. These plans guide our decisions and help us focus our efforts where they matter most—on the people we support and the staff who make it all possible.

Our Supported Independent Living (SIL) service saw consistent growth again this year, with more people choosing SIL and an increase in the number of support hours we provide. In our residential service, we were pleased to welcome new individuals and support them in homes that prioritize inclusion and belonging.

Technology was a large area of focus. We made upgrades to improve efficiency and security across the organization and began the process of updating our hardware. These changes support smoother day-to-day operations and help us better serve the people and families who rely on us.

We were also excited to launch our new branding and website this year. These changes reflect who we are and where we're going, and help us share our message more clearly with the community. We're grateful to Relish Ideas for their generous grant support in making this happen.

Our annual staff engagement survey had a 69% response rate and once again showed strong results. Staff shared that they feel valued, respected, and supported. They appreciated the training opportunities provided and expressed gratitude for being part of the WinnServ team. We are proud of the culture we've built and continue to strengthen.

As part of our commitment to responsible stewardship, we completed a full risk assessment across all areas of our work. We identified high-risk areas and built mitigation plans into next year's operational plan. This ensures that we're prepared, proactive, and focused on long-term sustainability.

We also saw a leadership transition this year with the retirement of Erlin Zurawski, our Director of Finance and Administration. Erlin played a key role in advancing our financial and administrative systems. We welcomed Nicholas Williams into this important role and look forward to continued growth under his leadership.

One ongoing challenge continues to be providing fair and adequate wages to our employees—particularly our Residential Support Workers and Community Support Workers. Although we saw significant funding improvements in 2023, funding has again fallen behind what similar sectors receive for similar work. We remain committed to advocating for better, more equitable funding so we can continue to attract and retain great staff.

Finally, I want to extend heartfelt thanks to the four Board members who are retiring this year. Their time, insight, and support over the past six years have made a lasting difference. Each one has helped shape our direction and contributed to our growth. I am deeply grateful for their support.

As we look to the year ahead, we do so with optimism, clarity, and a shared belief in the importance of our work. Thank you for being part of the journey.



GROWTH, STABILITY AND IMPACT

This year, we continued to grow in response to community need — welcoming new people into services while staying focused on quality, stability, and connection.

SERVICE GROWTH

- Supported Independent Living (SIL):
Welcomed 12 new people, with total weekly support hours increasing by 159 hours/week. We now support 81 people in SIL, with 23 inquiries/referrals over the year.
- Residential Services:
Welcomed 4 new people, with weekly support hours increasing by 287 hours/week. We now support 47 people across 16 homes, and responded to 43 inquiries/referrals.

This steady growth reflects the trust of families, funders, and our community — and our commitment to person-centred, values-driven support.

A STABLE, SUPPORTIVE TEAM

- Total employees: 237 (up from 228 last year)
- Turnover rate:
 - 2% (excluding casual staff)
 - 5% (including casual staff)
- Overtime: 0.3% of total worked hours

We're proud of the strength and stability of our team. High retention and low overtime reflect a healthy, supported workforce — which directly benefits the people we support.

IMPACT STORY

DION RAMOS — EMPLOYEE

Can you share a story about a time you supported someone to do something meaningful in their life?

I support a person, who has an intellectual disability and a strong passion for wrestling. One day I surprised them by telling them we would be attending Wrestlemania at the Canada Life Centre. While watching the event, I could see the pure joy on their face. It was the moment they truly cherished. Supporting this person in doing things they love makes a real difference in their quality of life.

What does it mean to you to support people in living a full and meaningful life?

Supporting someone in living a full and meaningful life means helping them live in a way that reflects their own values, goals, and sense of purpose — not just meeting their basic needs.

What's a moment that made you feel proud to work at WinnServ?

I feel proud to work at WinnServ as a support worker because I know I'm making a positive difference in people's lives. It means a lot to me when the individuals I support say they miss me when I'm on vacation. It shows that our connection is meaningful.

What do you enjoy most about your work?

What I enjoy most about my work is seeing the joy on the faces of the people I support — especially when I help them with tasks they love doing, like going out for coffee, grocery shopping, going out to the movies. Being able to support them in these everyday activities brings me a deep sense of fulfillment.

What keeps you motivated to do this work each day?

What keeps me motivated to do this work each day is the support I'm able to give to the people I care for. Knowing that they depend on me to help them with their daily activities, run errands, attend doctor's appointments and advocate for their needs gives my work real purpose.

How has working here changed the way you think about support or community?

Working here has changed the way I think about support and community. I've learned to truly respect people with disabilities and understand that they don't just need support — they deserve quality support that values their dignity, independence and voice.

IMPACT STORY

HOLLY REID — PERSON WE SUPPORT

Can you tell us about something in your life right now that makes you feel happy or proud?

I am proud of myself and the Lord.

What does a full and meaningful life look like for you?

Enjoying time with my family and friends and feeling supported and loved.

Has WinnServ helped you do something you always wanted to do or try?

Yes

Can you share something new you've learned, done, or experienced recently?

Last year I went to Las Vegas. It was fun and I liked it. Last time I travelled was in 2006 with my mom to Kelowna. I refused to travel as I feel anxious about new places, scared of heights and have had some bad experiences in the past. Staff encouraged me to try a short trip. I went to Birds Hill Park for a day trip with my roommates and staff. I liked it. Then I got my passport and last year I went to Las Vegas. I went to my favourite Hershey's Chocolate place and bought a Hershey's stuffy. I went to M&M store, Coca-Cola store, saw Flamingo's and took lots of pictures. I also went on a day trip to Hoover Dam and Grand Canyon. Staff supported me and encouraged me. I overcame my fear of heights and enjoyed the trip. I am looking forward to going on another trip.

How do the people who support you make a difference in your day?

Always encourage, motivate and support me to try new things out of my comfort zone

What do you want people to know about your life?

I was born and raised in Winnipeg. I am 61. I have 6 nieces and 8 nephews. I believe in the Lord. I am Anglican Christian and pray every day. I worked at Wendy's for 26 years and I am retired now.

I can read and count. My teacher Mrs. Austin taught me. I know how to do lot of stuff like cooking, laundry, making bed, guess what, who taught me? MY MUM. I am a good baker. I bake cake, peanut butter cookies, chocolate chip cookies. I went out with my family, my roommates and my friends to the movies, bowling, and dinners. My favorite food is pizza and turkey. I love chocolates and diet cokes.

I am hard working. I have a sharp memory. I remember all my family and friends' phone numbers by heart. I have a big collection. I have 74 stuffed animals, 174 DVDs, 12 hats, 174 crayons, 166 pencils, 12 colouring books and 15 cups. I love watching movies. To date I have watched 167 movies.

Nine years ago, I moved to Twain. It was difficult for me, but WinnServ staff supported me with the transition. I like my house and roommates.

I am proud of myself. In the future, I would like to have a cat and get married.



IMPACT STORY

RHÉAL — PERSON WE SUPPORT

Can you tell us about something in your life right now that makes you feel happy or proud?

Being able to continue working in my current workplace for about 4 years, and having the time to be part of the Imperial Court System (a drag/pageant show). And, having support from WinnServ.

What does a full and meaningful life look like for you?

Being independent in the community, having more freedom, knowing I have my circle of support.

Has WinnServ helped you do something you always wanted to do or try?

WinnServ helped me grow from a seed to an amazing tree. They're there whenever I needed support in my daily life.

Can you share something new you've learned, done, or experienced recently?

I've been able to travel to Vancouver and Calgary because I'm financially able. I've been working hard, and not wanting to rely on Social Assistance because I can do more. Getting an award from the drag community.

How do the people who support you make a difference in your day?

At work — my co-workers understand my disability and will help me do better or will be there to mentor. My family/chosen family accepts me for who I am. Knowing I have people ready to support me.

What do you want people to know about your life?

I have a vibrant personality. However, I would like people to be respectful, to treat others for how you want to be treated, to remember to love yourself first, and for people to love me for who I am.



TREASURER'S REPORT

SUBMITTED BY BRIAN WHITESIDE

The board expected the year ending March 31, 2025 to be a challenging year financially and approved an operating deficit of \$89,695 in the budget.

The good news is that WinnServ management effectively dealt with the challenging financial situation and ended up with a year-end operating surplus of \$44,191, which is \$134,056 better than the budgeted deficit. This was achieved by operating revenues growing at a faster pace than operating expenses. This is the first operating surplus reported since 2022.

Operating revenues were \$9,195,654, up \$603,547 or 7% for the year. We have seen significant growth in Supported Independent Living (SIL) revenue in 2025. Revenue for SIL was \$936,777, up \$178,722 or 24% from last year. This is mainly due to an increase in the hours of support provided over 2024. Residential revenue was \$7,643,633, up \$408,241 or 5.6%.

Operating expenses were \$9,109,150, up \$440,803 or 5.1% over 2024. Salaries and benefits were \$7,695,460 and account for 84% of operating expenses. The increase in salaries and benefits for the year was \$428,817 (or 5.9%). The increase in salaries and benefits accounts for 97.2% of the net increase in operating expenses. Operating expenses other than salary and benefits were up a modest \$11,986 (0.9%) over 2024.

WinnServ is in a strong financial position as at March 31, 2025. The cash and bank balance is \$2,206,015 (up \$61,365 from the previous year). Current assets exceed current liabilities by \$2,137,620. The net book value of real estate assets is \$2,591,706. The Unrestricted Fund balance is \$2,367,121 (up \$95,464 from the previous year). These are all healthy balances.

We received a clean, unqualified opinion on our financial statements from our Auditors and no issues were reported.

As WinnServ makes progress on the strategic plan, it is essential that a five-year capital plan be developed that is in alignment with the objectives and goals included in the strategic plan. We expect to have a capital plan developed along with the 2027 operating budget for the Board to consider and approve later this fiscal year.

This my final year as Treasurer, and I am proud to be leaving this role with our finances in excellent shape. It was a pleasure working with the Board of Directors and the Executive Director and her management team over the past six years.



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