



Villa Rosa



2024-2025 ANNUAL REPORT

Villa Rosa – A Caring Place for Mothers and Babies

Breaking the Cycle of Poverty and Trauma

**Lives Transformed * Education and Empowerment * Stable Housing
Holistic Care * Family Centered Approach * Long-Term Support**

Since 1898, Villa Rosa has been a sanctuary of hope and support for mothers, babies, and their families during and after pregnancy. Many are youth at risk, have prior involvement with the criminal justice system, or face challenging situations such as gang involvement, prostitution, and addictions. With a steadfast commitment to empowering single pregnant individuals, and nurturing capable parents, healthy babies, and thriving families, Villa Rosa stands as a testament to the power of community and compassion.

Mission and Vision

Villa Rosa provides support to mothers, babies, and their families during and after pregnancy.
Capable parents, healthy babies, thriving families.

Core Values

Respect & Dignity: We honour the inherent worth of every individual.
Empowerment: We equip mothers with the tools and confidence to succeed.
Family: We foster a nurturing environment for families to grow and thrive.
Healthy Living: We promote well-being through education and support.

Our Community

Originally founded by the Sisters of Misericordia, Villa Rosa is now a community organization governed by a diverse Board of Directors and Corporation. We serve individuals of all cultures and religions in Manitoba, working from an evidence-informed perspective to address the determinants of health, including discrimination, historical trauma, and racism.

Board of Directors 24/25

Corporation 24/25

Charlene Rocke, President
Cathie Cronin
Christine Van Cauwenberghe
Brigitte Sandron
Sr. Susan Wikeem

Catherine Laspina, Chair
Kathy Downs, Vice Chair
Melissa Adams, Treasurer
Elena Wiens, Secretary
Dr. Mary Shariff, Past Chair
Dana McWhirter
Melissa Brown

Lyndee Patterson
Tessa Hudek
Charlene Rocke
Cathie Cronin
Dr. Michelle Gallant
Lisa McCausland
Dr. Laura Reimer
Deanne Magnus

Honourary Board Members

Lynne-Anne McFeetors
Joe & Mary Paletta
Laurie Stovel

Volunteers 24/25

Riddell, Lynn
Colleen Cariou
Joylene Preun
Abby Smirl
Joan Kropelnicki
Ilene Bladen
Cheryl Proceviat Ganes
Gloria Koop
Cheryl Proceviat Ganes

Barb Magarrell
Nancy Hendry
Carla Pelletier-Grey
Leyla Shasavar
Karen Dobriansky
Lori Miller
Janet Simon
Betty Phillips

Lynn Popham
Leslie Ross- Stewart
Lorraine Roch
Dilara Ozanalp
Cindy Grabowecky
Sandra Buckburger
Kelly Lalonde
Lia Braun

Lee Gregoire
Anna Nault
Cindy Horn
Marilyn Simonsen
Semira Mustapha
Kim Holtman
Shauna Wyatt
Lily Thorkelson

Nicole Kapelusznik
Louise Skonberg
Helene Derksen
Ingrid Gamble
Donna Jones
Annika Woodman
Jennifer Pacaud
Rhonda Preppe

Our Staff

June 2024 marked a period of significant leadership transitions at Villa Rosa. After 27 dedicated years of service, Kathy Strachan retired from her role as Executive Director. Villa Rosa was pleased to welcome Carolyn Eva into the position of Executive Director in July 2024. In addition to this, Villa Rosa also welcomed Patricia Guenther-Smith as the Director of Development in June 2024.

April 2024 - June 2024

Executive Director - Kathy Strachan

July 2024 - Present

Executive Director

Carolyn Eva ~ director@villarosa.mb.ca

Executive Assistant

Lisa Roessing ~ info@villarosa.mb.ca

Receptionist

Darby Rudolph ~ reception@villarosa.mb.ca

Finance Manager

Stephanie Zurawski ~ accountant@villarosa.mb.ca

Director of Development

Patricia Guenther-Smith ~ donate@villarosa.mb.ca

Social Work Staff

Joan Geres, MB BSW

Cathy Seitz, BSW

Intake - Jena Oakley, BSW

Outreach - Enrica Herfurth, BSW

Parent / Child Centre Educators

Ricke McConnell

Shauna Neault-Pawlychyn

Volunteer Coordinator

Irene Derksen ~

volunteers@villarosa.mb.ca

Head Chef

Joanne Fontaine

Residential Care Workers

House Manager -

Debra Kelly

Lindsey Mayne

Anthonia Agbonyi

Dyana Kampic

Elizabeth Dela Rosa

Holly Geddie-Bercier

Jane Asiegbu

Kendall Giilck

Kristen Andrews

Marivic Soriano

Praecila Banye

Rasheedat Olutoye

Rojana Miah

Salina Mebrhatu

Sheri Berthelette

Suzanne Ring

Tabatha Sexton

Tiffany Clark

Program Staff

Post Natal House Coordinator - Rebecca Colvin

IBCLC-Breastfeeding Support - Cindy Rogers Maitland

Support Worker - Barbara Berthelette

Summer Activity Workers

Isabella McIntyre

Ashton Bonkowski

Programs & Services

Villa Rosa is more than a shelter; it is a transformative community where mothers receive full support

A Safe and Supportive Home: Villa Rosa is a quiet residence in the heart of the city, close to hospitals, where individuals live free of charge. Villa Rosa prioritizes safe living conditions and nutritious meals as foundational elements for mental and physical health during and after pregnancy.

Education and Life Skills: Villa Rosa provides a supportive peer-to-peer learning environment in partnership with Winnipeg School Division 1. Residents and day students have the opportunity to complete their high school education and access support for post-secondary education.

Prenatal and Postnatal Support: Villa Rosa provides prenatal classes, labor preparation, labour companions / doulas, breastfeeding/ lactation support, and postnatal housing to prepare for independent living.

Social Work Services: Our strength-based, individual approach ensures that each person is involved in their own health and life decisions. Social Workers assist with accessing parenting resources, and crisis management.

Life Skills Development: Independent living skills, creating nutritious meals and affordable living budgets, and creative expression through arts, pottery, knitting and culture ceremony.
An on-site, volunteer-based Parent-Child Centre assists new mothers, ensuring their studies are not disrupted and they can be easily called to the center for baby feeding and changing.

- Private or semi-private rooms and shared meals. (Capacity of 25)
- Villa Rosa residence operates at over 90% capacity (average stay 4 months)
- In 2024, 87 expectant parents were provided room and board
- Post Natal House: Fully contained suites offering independent living skills training and 24/7 support, as mother and child transition into the community. (Capacity of 8)
- Postnatal apartment block maintains 100% occupancy (average stay 6 months)
- 300 prenatal and postnatal individuals served each year

Who We Serve

The individuals we serve face significant challenges that impact their health and well-being. Villa Rosa offers a safe, alcohol and drug-free environment where residents can live free of charge. We provide education, health, and social services to approximately 300 prenatal and postnatal individuals each year. Our programs are designed to break the cycle of poverty, abuse, and involvement in the criminal justice system, offering hope for a brighter future.

- 100% are living in poverty
- 91% experience mental health issues
- 90% are Indigenous
- 65% struggle with addiction issues
- 60% have experienced abuse

Over 15,000 individuals have been served by our programs, and we continue to make a lasting impact on the lives of those who seek our help.

2024 - 2025 Statistics				
	24/25	23/24		
Referrals	357	331		
Age			Pre-Natal (25 beds)	
• 12-14	1	1	• Number of Admissions	50 49
• 15-18	11	19	• Occupancy Rate	73% 69%
• 19-25	13	22	• Average Days of Stay	99 103
• 26+	25	17		
Nationality			Post Natal (8 apartments)	
• 1 st Nations	90%	63%	• Number of Admissions	9 10
• Metis	4%	18%	• Occupancy Rate	82% 81%
• Non-Indigenous	2%	16%	• Average Days of Stay	170 167
• Unknown/Other	4%	3%		
Babies			Community Follow-Ups	
• Number of Births	25	27	• Number of Families	84 89
(92% with a healthy birth weight of over 5.5 lbs)				

Education Is The Key

Winnipeg School Division teachers provide a supportive and flexible learning environment for all mothers. We offer high school credits, academic upgrading, and skill-building opportunities tailored to each student’s individual goals. In addition to core academics, our programming includes Indigenous education guided by a Knowledge Keeper, fostering cultural connection and holistic learning. Each student follows a personalized curriculum designed to meet them where they are and support their continued success.

2024-2025 Teaching Staff

Christina Irvine
Kirsten Mukul
Tara Smith
Anna Swaine
Lori Kraynyk



Statement of Operations Operating Fund

Year end March 31, 2025 with comparative figures for 2024. Note, categorization of funds has been changed to more clearly reflect incoming revenue. Fiscal year April 1-March 31.

2024-2025

Revenue

	Actual
Government Funding	
Province of MB	985,300
Province of MB - EIA	131,359
Province of MB Healthy Baby	60,500
First Nations Per Diem	59,115
The City of Wpg Grant	240
Pest Control Grant	1,966
Federal Grant	1,775

United Way of Winnipeg

United Way Campaign	270,201
Additional Gift	5,404
Essential Needs Grant	2,000
United Way Designations	4,825
Winnipeg School Division	14,000
Foundations & Family Funds	216,381
Individual Donations	179,783
Corporate Donations	45,815
Knights of Columbus Designations	8,408

Events

Blossom & Brunch (Fundraiser)	38,623
3 rd Party Fundraisers	4,108
Amortization of Assets	92,753
Asset Building Program	6,385
Interest	4,422
Expense Recovery	1,723
Gain on Sale	2,000

2,137,087

Expenditures

Salaries and Benefits	1,453,843
Administration	87,161
Activities	194,037
Fund Development	65,009
Annual Gala	21,631
Maintenance	149,547
Amortization of Assets	114,054

2,085,282

Excess (deficiency) of
Revenue over Expenses

51,805

	23/24
Government Funding	
Province of Manitoba	985,300
Province of Manitoba - EIA	82,862
United Way of Winnipeg	283,711
Grants	
Province of MB Healthy Baby	60,500
Assets Building Program	11,527
Winnipeg School Division	14,000
Grants	208,297

First Nations Per Diem	44,423
Donations	229,541
Interest	5,009
Endowment Fund Revenue	43,042
Expense Recovery	3,750
Amortization of Assets	101,468

2,073,430

Expenditures

Salaries and Benefits	1,525,177
Activities	189,416
Maintenance	181,752
Amortization of Assets	106,196
Administration	78,920
Fund Development	4,697

1,979,963

Excess (deficiency) of
Revenue over Expenses

(12,728)

Villa Rosa is a United Way organization and relies on funding from the Province of Manitoba.

However, this funding does not provide for all the needs of Villa Rosa. To continue providing these essential services, we need your support.

Your contributions help us maintain and expand our programs, ensuring that every mother and child has the opportunity to thrive. Villa Rosa is more than just a place to stay; it is a community that empowers people to achieve lifelong success.

By supporting Villa Rosa, you are investing in the future of families and helping to create a world where every child can grow up in a loving, supportive environment.

Villa Rosa Scholarship Endowment Fund

Current Fund Balance: \$959,578

Endowment Gifts in 24/25: \$10,988

Endowment Interest: \$43,703

The Villa Rosa Scholarship Endowment Fund, held at The Winnipeg Foundation, is a growing resource dedicated to supporting Villa Rosa alumni.

This fund provides crucial financial assistance for alumni pursuing post-secondary education, covering a wide range of expenses such as tuition, transportation, and educational materials.

All donations to the Villa Rosa Scholarship Endowment Fund are transferred to a consolidated trust fund managed by The Winnipeg Foundation.

**Thank you for joining us in making a difference.
Together, we are building a brighter future for
people and babies in Manitoba.**

Charitable registration # 1198 6250 RR0001



**Message from Villa Rosa's
Board Chair, Catherine Laspina and
Executive Director, Carolyn Eva**



This year has been one of meaningful transition and renewed vision at Villa Rosa. In the summer of 2024, after saying goodbye to Kathy Strachan who provided strong leadership for Villa Rosa for 27 years, we welcomed Carolyn Eva as our new Executive Director. This leadership change has brought fresh perspectives and new opportunities to reflect on our strategic direction and strengthen Villa Rosa's financial foundation.

Throughout this period of change, our commitment to providing compassionate support and safe accommodation to pregnant and single mothers and their babies has remained steadfast. Whether in our main residence, Post Natal House apartments, or through outreach services in the community. We are once again operating at full capacity, having returned to pre-pandemic levels, and maintaining a waitlist for our services.

Our ability to deliver high-quality care is made possible by the incredible support from our many donors, volunteers and dedicated staff. This year, a generous grant from the United Way, along with the dedication of volunteer painters, has allowed us to begin refreshing our Post Natal House. We also retired our 23-year-old van and thanks to the support of The Thomas Sill Foundation, Qualico Developments, Birchwood Auto Group, and numerous individual donors, we were able to purchase a nearly new Pacifica van—ensuring safe and comfortable transportation for our moms and babies..

In May, we were proud to host an open house that welcomed over 75 guests, including former residents, Villa Rosa babies, past staff and volunteers, as well as community members—some of whom were visiting for the first time to learn more about our work.

Carolyn Eva, Executive Director:

"I cannot believe it has been almost a year since I started as the new Executive Director and was so warmly welcomed into the Villa family! I continue to be awed by the passion, the dedication and the commitment shown every day by the staff here at Villa Rosa. I am also continually inspired by the challenges taken on and achieved by our residents and former residents, who all are working to be the best parents they can be. This is an incredible place to work!"

We extend our heartfelt thanks to everyone who has supported Villa Rosa. To our long-time supporters—thank you for your continued generosity. To our new donors—welcome to the Villa Rosa family. And to our staff and volunteers—your commitment and compassion make a lasting difference in the lives of the families we support. Our moms and babies are so fortunate to be part of such a caring and supportive community.



**Scan for more information
and to purchase tickets**

Villa Rosa is hosting its annual gala dinner to support our vital mission of providing support to mothers during and after pregnancy. This event offers a meaningful opportunity to demonstrate your commitment to capable parents, healthy babies, and thriving families in Winnipeg.

Join us for an unforgettable night where you will network with community leaders and experience the thrill of adventure dining. Beginning with a delightful mix and mingle hour and auction, exquisite food stations and carefully selected table spirits.

Prepare to be moved as Villa Rosa alumni share their powerful stories of triumph and transformation.

Tickets are available now!