



LITTLE STARS
PLAYHOUSE

Little Stars, Big Future

A Case for Support for the Little Stars PLAYhouse

A campaign to inspire families and enrich the North End.

There is something important at play in Winnipeg's North End. A special project is taking shape. The dream of a new family facility is growing closer to reality. Your support will help us put shovels in the ground, and joy in the lives of many families.

It's a chilly Wednesday afternoon, and still 10 children under the age of five, along with their parents or other caregivers, make their way down to the basement of the Ukrainian Labour Temple on Pritchard Avenue. Steven¹ and Roy go right for the toy garage to play with cars. Michael lets off steam by riding around the hall on a truck. Cheyene and her mom rush to the crayons and start colouring summer scenes as an antidote to the winter chill. A dad, a grandma, and a foster mom start chatting together about the upcoming group outing to Birds Hill Park. The kids are excited. **This place is alive.**

It's a simple space. Safe. Clean. **Adequate, but ultimately limiting.** The North End Stay and Play program, a project of Woman Healing for Change Manitoba Inc., has been running since 2008 and since 2014 at the Temple.

The idea is simple. When young children and their parents (or other caregivers) gather to play, **bonds deepen, confidence builds, and friendships emerge.** Children connect with their parents more richly, they learn how to interact with other children, adults become better parents, and they can avoid the type of social isolation that can occur when you are raising young children on a limited income. Many of the families served by the program are living in poverty or facing other hardships and challenges. **The North End Stay and Play program is a free weekly oasis that provides stability, hope, and connection.**

With joyful, safe, and stimulating play, young children develop better social skills, they are happier, and they stand a better chance of becoming **resilient and productive teens and adults.**

The program has been very successful and is valued by the families and by the neighbourhood. That said, there are roughly **2,000 young children in the North End up to the age of four.** With rented space for only two-and-a-half hours a week, the North End Stay and Play program has only limited reach.

It is time to grow the program to touch more lives and have a greater impact in the community. The North End Stay and Play Program is being reborn as the Little Stars PLAYhouse in a brand new facility on Selkirk Avenue.

¹ Names changed.

About Little Stars PLAYhouse

- The Little Stars PLAYhouse will be located on **land gifted by the City of Winnipeg** at 681/683 Selkirk Avenue.
- By running its own facility, the North End Stay and Play program can **expand from one day a week to five**.
- The **onsite playground** will allow for more outdoor play than is possible at the current rented facility.
- The PLAYhouse will be able to expand programming beyond the North End Stay and Play program to include a **child care program** and after-school music and art programs to meet demands in the neighbourhood.
- The Little Stars PLAYhouse is a **\$2 million project**. \$1.4 million has already been raised, including \$900,000 in federal funding.
- **We are looking for your support to raise the final \$600,000.**

Consider

- About 90 per cent of the children who participate in the North End Stay and Play program are Indigenous. The nature of the program is consistent with the spirit of the **Truth and Reconciliation** Commission of Canada's Calls to Action. Little Stars PLAYhouse is an inspiring example of Indigenous and non-Indigenous Winnipeggers working together.
- The current North End Stay and Play program runs year round on a budget of \$24,000. The program has a long history of **sound financial management**. They make a little go a long way.
- The current program offers a healthy daily snack. In a new facility with expanded hours, Little Stars PLAYhouse will be able to provide greater **nutritional support** to families.
- The Provincial Government has **promised operating funds** to Little Stars PLAYhouse once the new facility is built.
- The PLAYhouse will be **fully accessible** so that people of all abilities can participate easily. The current rented basement has a steep staircase.

“What is needed is a coherent and collaborative approach to supporting families and preventing maltreatment of children before they ever come into contact with child welfare. This means intervening in children's lives early, and making programs available to all children, to give them the best start in life. These programs need to be offered from centres based in schools or other community facilities, to help children and parents receive the services they need.”

-Commissioner Ted Hughes, *"The Legacy of Phoenix Sinclair: Achieving the Best for All Our Children"*, Phoenix Sinclair Inquiry, 2013

Please join us as we aim to give children in the
North End **the best possible start in life**. A solid
foundation. Laughter. Connection. Learning. PLAY.

Thank you for your
consideration.

To make a gift

Donate with a credit card or Paypal via
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Go to www.canadahelps.org and search
“Woman Healing for Change MB” or “WHFC”.
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