



2011-12 Annual Report

Uncovering more than bones

With a keen understanding of the value of the commodity it is uncovering, Career Trek carefully unearths the passion its students have for learning, like young Phase 1 Paleontologists painstakingly dusting off precious artifacts.

Career Trek successfully met its mission for 2011-12 with measurable impacts that demonstrate the life-altering power that experiential learning can uncover in students:

- Career Trek has an outstanding 81 per cent graduation rate.
- 600 students graduated from programming.
- 97 per cent of students surveyed say they have a better understanding of the importance of school.
- 93 per cent of students surveyed say they know more about careers.
- 66 per cent of student's surveyed say they are more interested in school.
- 77 per cent of parents surveyed said they were more involved in their child's education.
- 84 per cent of parents surveyed said their child's confidence had increased.



With students more engaged in their education and career options there is a greater chance they will graduate high school, continue on to post-secondary, and become a contributing member of society

Ruth Stargardter
Career Development Specialist



A New Strategic Path

As the old adage goes, “Where one door shuts, another one opens.”

2011 was a difficult and rewarding year for Career Trek. The organization encountered both growing pains and organizational renewal.

The effects of the previous year’s fire were still being felt as Career Trek took its first steps toward full independence and autonomy. The new office space was filled, new financial obligations met, and a transformational new outlook forged.

New and renewed commitments from our funders

allowed for new management staff positions to be created and filled, helping the organization to become more effective at delivering programming and mapping out a new strategic path.

Creating the CEO position split the Executive Director position in two. Our new Executive Director is now responsible for the day-to-day running of the organization while the CEO focuses on forming strategic partnerships, enhancing sustainability, and visioning.

This has allowed Career Trek to better organize its internal structure while also focusing on the external relations that are essential for growth and stability.



A Family Affair

In just over a year, staff member Nola Warnica’s passion for Career Trek programming has spread like wildfire and captured the imagination of her whole family, husband Glenn and children Matthew, Amy, and Meghan are all involved in Career Trek.

First-time participant Matthew discovered he liked experiencing many different careers and Junior Staff member Amy uncovered her interest in the program by attending Family Day with her mom.

While photo documenting the adventures of participants in the Westman Region, Megan uncovered her own passion. “I didn’t have a clue before last year, but experiencing Manitoba Institute of Culinary Arts, I fell in love!” says Meghan. “The atmosphere was amazing and after doing research I have applied to the Hotel and Restaurant Management Program for next fall.”

“Career Trek has had a major impact on my family,” says Warnica. Their interests have expanded, and their ability to see what opportunities lay ahead has increased.”

Playwright gets it right

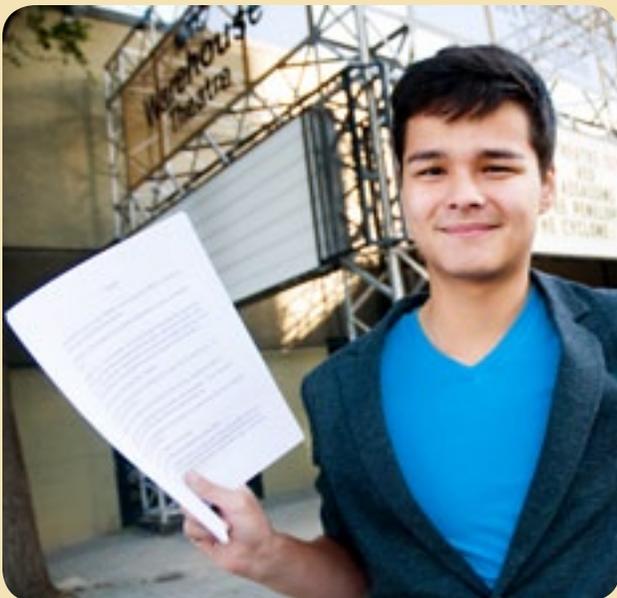
Sasha Mark recently won first prize in a play-writing competition that put his written words centre stage.

As one of five finalists in the 12th annual Scirocco Drama Manitoba High School Playwriting Competition, the 18-year-old junior staff member earned the unique opportunity to have his play, Cheryl, shown in front of an audience at the Tom Hendry Warehouse Theatre.

A recent grad of Gordon Bell High School, he credits Career Trek with helping him figure out that he wants to be a teacher, most likely in English Language Arts given his love of writing. What appeals to him most about a career in education is the opportunity it brings to help students discover their true interests.

“To help them find the path they want to do, rather than what people are telling them to do,” Sasha explains.

His dad, Alex Mark, a diesel mechanic, says he is grateful to Career Trek for introducing his son to so many potential career options and for well-equipping him to find his own way.



A Few Steps in the Right Direction

Not-for-profits often fall into the trap of focusing on their clients so much that they forget to focus on themselves, not so with Career Trek.

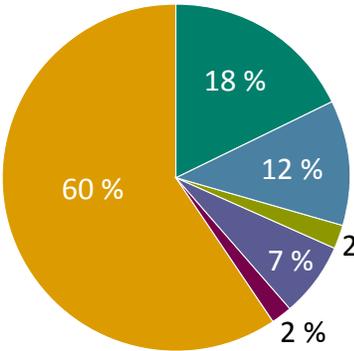
Career Trek took enormous strides in developing its infrastructure in 2011-12.

The rate of policy and protocol development was rapid and has allowed the organization to move further along the path toward building a healthy and structured organization with a healthy, happy, informed, and supported staff.

- Created a strategic plan that addressed expansion, sustainability, and organizational goals and objectives.
- Ensured continued job-satisfaction by beginning work on a comprehensive Human Resource manual that clarifies duties and responsibilities.
- Improved on Career Trek’s status as an employer of choice by implementing improved employee benefit and pension packages.
- Minimized the potential for errors and inconsistency in instruction by formalizing the format of all curriculum.
- Streamlined curriculum development cycle by standardizing lesson evaluations.
- Increased the number of children and communities that we reach with our life altering programming.
- Imparted a greater understanding of career choices to students by expanding the number of career options available.
- Further incorporated Aboriginal teachings into our programming by adding new traditional health careers.

Financial Highlights Fiscal Year Ending May 31, 2012

Expenditures by Program



- Phase 1: Grade 5-8
- New Initiatives
- M Project: Grades 9-12
- Phase 3: Grade 10-12
- Phase 2: Grade 9
- Support

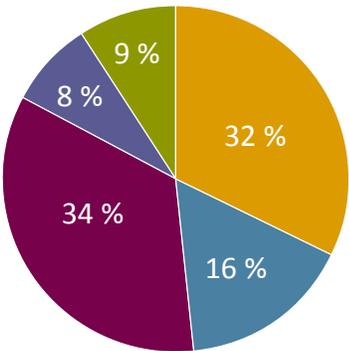
In 2011-12 Career Trek received more funding over an annual period than it has in its 16-year history.

With increased revenue and prudent management the organization was able to expand into new communities and offer more career options.

As these charts illustrate, the majority of our funding goes directly into the provision of programming.

Career Trek had a small profit of \$1340.00 for the year.

Phase 1 by Region



- Central*
- Northern*
- Parkland/Winnipeg*
- Westman
- Winnipeg

* Now Merged into Children Rising
** Contact Career Trek for a copy of the complete audited financial statement

Thank You for Your Support

Career Trek Inc. would not exist without you! It was built through generous donations and funding from individuals, community partners, foundations, and government.

A donation to Career Trek connects you to a network of solutions oriented individuals who continue to work toward a future where children and families can realize their career and education potential.

We invite you to join us at Career Development events like our Let's Get to Work Symposium. We welcome donations via our website (www.careertrek.ca) or your donation of time as a volunteer.

Contact Meghan Laube, our Fund Development Officer, to discover how you can connect with the right opportunity for you. She can be reached at 1-800-693-3864 ext. 161 or at mulaube@careertrek.ca.

Career Trek Inc. is a member of the Imagine Canada Ethical Code Program, both our CEO and FDO are members of AFP International.



**STEPS IN THE
RIGHT DIRECTION**

9th Floor, 191 Lombard Avenue
Winnipeg, MB R3B 0X1

T: 204-944-1800
F: 204-942-4912
E: info@careertrek.ca
Toll free: 1-800-693-3864
www.careertrek.ca