



**Case Study 6**  
**Organization: Manitoba Association Inc.**  
**Program: About Face**  
*Classroom: 419 Machray Hall*  
*Agency key informant: Mike Millard*  
*Facilitator: Javier Mignone*

**1. Program description**

*Provide background information about your organization and program.*

*About Face* is a residential gang exit program for men over the age of 24. Its development was first discussed in a meeting with the United Way in 2015. At that time, Linda Brazier Lamoureux, Director of Innovation and Community Investment, made a referral to community advocate Floyd Wiebe. Floyd was well known for his work with Gang Awareness for Parents (GAP), a project to help parents, caregivers and other adults identify the signs of gang involvement, de-glamorize the gang life style, and link people with resources to deal with children who are at risk of, or involved in, gang activity. Floyd was also the Chairperson for Gang Action Interagency Network (GAIN) who brought many existing organizations together to try to streamline the delivery of services to at risk children and their families.

Over the next four months, Floyd (mentor) and Mike Millard (mentee) met/conferenced regularly until Floyd's untimely passing on December 5th, 2015. Floyd and Mike determined there were many resources to assist children and their families to avoid gangs, but very few resources, and little support to assist men in leaving gangs. During that short time, the foundation was laid for what has now become a registered non-profit corporation in the Province of Manitoba, 7391332 Manitoba Association Inc. (operating as Project Name: About Face).

The residential gang exit program is being developed to look at the areas other than prevention and enforcement. These include extraction and rehabilitation of men over the age of 24 who are currently gang involved, have likely been incarcerated, or participating in a lifestyle that could lead to incarceration or even worse, death.

Our Mission is to provide long-term safe housing, while delivering a combination of services including one-on-one counselling, group counselling, and classroom teaching to develop healthy self-aware, productive members for community.

Our Vision is to develop healthy men, healthy partners, healthy children, healthy families, and a healthy community.

Our services will include:

- Individual case management
- Complex trauma counselling
- Addictions and mental health counselling
- Anger management, domestic violence, and conflict resolution
- Links to external programming
- Legal assistance
- Continued education (completion of adult grade 12 and/or post-secondary)





- Spiritual and cultural reclamation
- Recreational opportunities through a strategic partnership with United Boxing
- Opportunities for work experience and income will be provided by a related social enterprise that will be converting shipping containers into affordable housing (Suitehome)

Our Care: Our full-time core program is 12 months. Depending on the specific needs of the client, our care can be extended up to 5 years allowing for completion of Grade 12 equivalent, and post-secondary education.

Our Reach: To have 12-men participating in Year 1, 10-men in Year 2, and 6-men in Year 3 for a total of 28-men in the residential program with  $\frac{3}{4}$  of the clients being directly referred from the Winnipeg Police Service, Corrections, Court or other agencies.

The Board of Directors have a diversified skill set including strategic planning, complex trauma counselling, justice, financial counselling, professional accounting and law enforcement.

Our financial partners are: Winnipeg Police Service Endowment Fund; United Way of Winnipeg; Assiniboine Credit Union; and Social Enterprise Manitoba/SEED Winnipeg.

The business plan will be finalized by early 2019, followed by a pre-planning stage, with the expectation of starting the residential program in 2020.

## **2. Reason/s for the evaluation**

*Briefly explain why you want/need to evaluate this program (including who the intended users of the information are and how the information may end up being used).*

It is a necessity. The intention is to “sell the savings” to funders. That is, to show that investing in this program will save larger sums from incarceration, health care, and social services costs, not to mention the social and economic benefits of having program participants gainfully employed. As such, a rigorous evaluation process will be an integral part of the business plan and of the program itself.

## **3. Evaluation questions**

*What would you like to know (find out) from the evaluation?*

A key piece of information we wish to obtain is the cost-effectiveness and cost-benefit of the program.

