



YWCA

EDMONTON

YWCA

SUPPORT ADVOCATE LEAD

ANNUAL REPORT 2015



VISION MISSION

VISION

A world of equality, opportunity, and choice for women.

MISSION

To lead, support, and advocate for women, girls, and families when and where they need us.

VALUES

Diversity

We believe that individuals of different backgrounds, experiences, and abilities are necessary to create a vibrant environment that will successfully meet the needs of our community.

Empowerment

We encourage each individual to recognize the ability and strength within themselves to build a life of dignity, with the courage to reach for their dreams.

Equality

We are a feminist organization that believes when working for the equality of women, we work for the equality of all.

Heart

We bring compassion and energy to all that we do.

Innovation

We have the courage to change course and we believe in creating unique solutions that anticipate the changing needs of the community.

Integrity

We have the fundamental responsibility to conduct all of our relationships in a clear, honest, and ethical manner.

2015 BOARD OF DIRECTORS

Jennnifer Forsyth
President

Hilary Anaka
Vice President

Renee Oxley
Vice President

Kathy Demuth
Treasurer

Sharan De Waal
Secretary

Michelle Chan
Director

Sarah DeSouza
Director

Laura Keegan
Director

Shahinoor Meghji
Director

Geeta Passi-Shourie
Director

Carlee Ruddy
Director

Ann Boyd
Director

Rachelle Dubeau
Director

Danita Haysom
Director

Meryl Whittaker
Director

MESSAGE FROM CEO & PRESIDENT

Even at the grand old age of 108, YWCA Edmonton shows no sign of slowing down. It is a testament to the heart and hard work of our board, staff, and volunteers that we continue to be a trusted service provider in the city and region.

The work we do is powered by people for people. Our counselling centre, disability services, outdoor education, leadership programs, summer camps, and advocacy are driven by the needs of the community and delivered with innovation, heart, and integrity. The strength and diversity of our staff, volunteers, and programming meant that despite the tough economic reality, YWCA Edmonton was able to serve more clients in 2015 than ever before.

This year we were proud to welcome YWCA Canada and all the Canadian YWCA Member Associations to Edmonton for the Annual Members Meeting. Delegates shared best practices and discussed common issues while enjoying Edmonton hospitality. The calibre of Edmonton speakers was outstanding, with a list that included Marni Panas, Dr. Cristina Stasia, Dr. Vivian Abboud, and The Honourable A. Anne McLellan.

The relationships between our clients, staff, and board are key to our success. Our clients come to us for support, compassion, education, and life skills so they can go forward to build their own healthy future. Our staff work alongside our community partners and clients on a daily basis. Our board sets direction and policy that enables our staff to do their work. We are proud to say that in our history we have empowered hundreds of thousands of women, families, and children to take those first steps to a healthy future.

Our actions are driven by passion for our mission and by our collective shared values. These values serve us well regardless of the economic climate. Despite the increased demand for our services and the increasingly complex needs of our community, we find a way to be there when and where we are needed.

Jackie Foord
Chief Executive Officer

Jennifer Forsyth
Board President

“For more than a century our donors, volunteers, funders, and staff have allowed YWCA Edmonton to serve thousands of women and families each year. Thank you all for your support.”

COUNSELLING CENTRE

“The YWCA is the reason I’m alive today. When I first walked into the Counselling Centre, I had run out of reasons to live. I had no money to afford help. I was lucky to find the YWCA. My psychologist has been a blessing to me. I go home, I take the things I’ve been taught and I practice them. I’m getting better at it. I’m willing to do the work as long as they’re willing to let me keep coming.”

- Counselling Centre Client

MOVING PEOPLE FROM CRISIS TO RESILIENCE

The YWCA Counselling Centre offers affordable psychological services with expertise on a wide range of issues including: complex trauma, family/relationship issues, and domestic violence prevention, intervention, and recovery. We offer critical psychological support to all who need it. Typically our clients are women with low income, suffering from trauma and often in crisis.

In 2015, our Counselling Centre provided approximately **2,100 counselling sessions**. **98% of these sessions** were be partially or fully subsidized. We never turn a person away due to their inability to pay.

A snapshot of the clients we serve:

98% are low income or below the poverty line.

87% of our clients are women and girls.

63% experienced family violence.

Our clients are dealing with issues of domestic violence, anger management, childhood abuse, sexual abuse, divorce, suicide, and/or a desire for healthier relationships. These clients often present symptoms of low self-esteem, anxiety, depression, impulsivity, and feelings of worthlessness, hopelessness, and guilt.

WE OFFER HOPE AND HEALING TO HUNDREDS EVERY YEAR BY PROVIDING RESOURCES, SUPPORT, EDUCATION, AND COMPASSION TO THOSE WHO WALK THROUGH OUR DOORS.

THE 2015 SURVEY OF OUR CLIENTS TELLS US THAT:

94% were better able to find their own solutions to issues;

90% noted positive changes in their lives as a result of counselling;

88% had a better understanding of the issues they face;

81% learned appropriate coping strategies to address their problems;

80% experienced an increase in their self-confidence and self-esteem; and

80% were better equipped to access additional community resources as needed.

DISABILITY SERVICES

YOU CAN ACHIEVE YOUR GOALS, JUST LIKE I DID!

Hello, my name is Estrie, people call me Trie for short. I would like to share a little bit of my story with you because I think by sharing my story other individuals at the YWCA Edmonton will believe in themselves, set goals for themselves, and achieve those goals.

I have been in services with the YWCA since 2013. When I started services my Support Home Provider was going to assist me with becoming familiar with public transit; again this was 2013. I had a goal to get my driver's license because I lived on the south side of the city and worked in the north end. I did succeed. I got my license on the 4th of September 2013. Here's where it becomes exciting; on Nov 4th 2014 my Coordinator had an Individual Support Plan meeting with me, for those of you who don't know what this means it's all about goal planning and I was going to work on three goals:

1) To purchase a car. I wanted a Lexus.

2) I wanted to go on a trip to Jamaica.

3) I didn't have a third goal so my Coordinator asked what I thought about eating healthy. I agreed.

We then came up with a plan and strategies to achieve these goals. I bet you all can guess what my favorite goal was. It was to purchase a car. I worked hard. I opened a savings account and had a strict budget that I had to take seriously, and I did. It helped me, I cut down on fast foods and tried to eat at home more which also helped with my third goal of eating healthy.

In June of 2015, I had saved up enough money and purchased my own car. I am now a proud owner of a Lexus!

Have goals. They are like dreams. Never say it's not possible. My goal and dream came true, and so will yours.

I am still continuing on with the goal of eating healthy, to have a healthy lifestyle, and I am still saving up to take a trip to Jamaica to see where my birth mother comes from.

-Estrie, Disability Services Client



RESPITE AND SUPPORT FOR FAMILIES

YWCA's Disability Services works to empower individuals to achieve their full potential with the support of their community. We do this by creating opportunities for each individual to enhance her/his quality of life through goal setting and personal achievement. We provide a wide range of respite and support services for children and adults with disabilities and their families including: Hourly Respite, Daily (Host) Respite, Support Homes, and Behavioural Consultation.

Our team currently has **200 adults and children with disabilities** carefully matched with loving support homes and caring families who view our individuals as family members. Our Community Support Workers provided more than **104,000 hours** of respite and relief care inside family homes, or in the communities of those caring for a loved one with a disability. Additionally, we provided **3,975 full days of service**, matching clients with weekend host families, giving respite to our clients' families.

LAKESIDE HAVEN

YWCA Edmonton has a long history of partnership with Wings of Providence, a second-stage women's shelter providing six months of safe, transitional housing with supportive programs. These shelters give women and children the time necessary to begin healing from the physical and emotional wounds of an abusive relationship.

Twice this year, the women and children from Wings were invited to attend YWCA's Lakeside Haven, a retreat specially designed for them at our beautiful YoWoChAs Outdoor Education Centre on Lake Wabamun.

25 moms along with their **57 children** ranging from **5 weeks to 10 years old**, stepped off the bus for a weekend filled with relaxation, adventure, games, and family campfires. Our Registered Psychologists were onsite to provide support to any woman or child who might need it.

“Each night we would discuss our adventures together at dinner as a family. My children have been through so much. Hearing them laugh, watching them let loose and learn to trust, to be kids again, was so valuable to me.

My children also got to watch their mom overcome her fears, and that helped me discover a more confident version of myself that I did not know existed.

Lakeside Haven was very important to me and my children, it helped me realize how much people care for struggling families. This was literally the best weekend of our lives, it meant the world to us.”

- A Mom attending Lakeside Haven Healing Retreat

GIRLSPACE

GIRL EMPOWERMENT

In 2015, **71 girls** aged **11-15 years old** participated in GirlSpace, a program for girls that provides a safe place to ask important questions, learn critical thinking skills, and support one another. The program reduces the risk of violence in girls' lives, improves their mental health, and sets the stage for their development into strong, healthy, young women leaders. Each group runs for 16 weeks, includes a weekend bonding retreat at YoWoChAs Outdoor Education Centre, and is delivered by trained volunteer mentors.

GirlSpace is offered free to girls, with easily accessible space donated by five Edmonton Public Libraries. Experts were brought in from many community partners including: Canadian Red Cross, Options Sexual Health, University of Alberta Community Service Learning, Canadian Breast Cancer Foundation, John Humphrey Centre for Peace and Human Rights, Sexual Assault Center of Edmonton, and Edmonton Fire Cadets.



GIRLSPACE EXPERIENCE

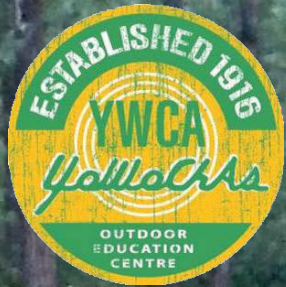
“My wife, her mother, passed away last year. GirlSpace allowed my daughter to ask some questions she had that she would have addressed with her mother but was less comfortable addressing with me.

It helped her realize there are other girls out there that feel the same way she does, while getting her out of the house and doing positive activities. She now talks about “taboo” or awkward topics more openly with me, and has healthy opinions.

My daughter told me she spoke a lot at the meetings about the topics being covered. She doesn't normally speak a lot in group situations, but she felt very comfortable there.

I believe that GirlSpace helped my daughter learn to problem solve with things like bullying (which she has experienced personally) and gave her insight into many of life's more difficult situations and how to deal with them effectively. The program helped my daughter gain back some self-confidence and develop strategies to help with her anxiety.”

- The Parent of a GirlSpace Participant



YOWOCHAS

YOWOCHAS OUTDOOR EDUCATION CENTRE

YWCA Edmonton has been offering camping and outdoor education on the shores of Lake Wabamun since 1916.

YoWoChAs Outdoor Education Centre is situated on 50 acres of beautiful parkland forest offering unparalleled water access, undisturbed forest, fauna, and wetlands. Highly regarded as one of Alberta's finest summer camps and outdoor education centres, thousands of children, youth, and adults have experienced the exceptional teambuilding, leadership development, and environmental education YoWoChAs has to offer.

YoWoChAs offers: week-long summer camp for children, Lakeside Haven retreats for women and children recovering from family violence, and year-round programming for schools, groups, and organizations.

All guests who attend YoWoChAs are given opportunities to succeed, gain confidence, create lasting memories, experience risk, develop a sense of belonging, and foster a sense of tolerance, understanding, and compassion – all essential qualities for living in and contributing to a healthy society.

In 2015, YoWoChAs hosted more than **7,600 visitors** including school groups, community groups, and summer campers. YoWoChAs employs **40 dedicated staff** members during the high season.

A PLACE TO RETURN

"I've been coming to YoWoChAs since I was a little girl in the 'Discoverers' program. When I was young camp was a magical, beautiful place full of adventure and learning. I was encouraged to test my boundaries and taught to celebrate the outcome, whatever it may be.

I've grown up with YoWoChAs, returning each year, moving up through the levels of programming, taking on different and more complex challenges as I trained to become a leader. Today, I'm a Camp Counsellor. It's now my job to create the magic and learning for the children who come to us each summer. I wouldn't be the leader I am today -at camp and in my own life- without the care and guidance of YoWoChAs, year after year."

– Hannah (aka Valley)
YWCA YoWoChAs Camp Counsellor

ADVOCACY & PARTNERSHIPS

We are proud of our strong network of partnerships. Collaboration with other agencies leads to better programming. Working together means better outcomes. Together, we are a strong voice on issues of concern to Edmontonians.

PARTNERSHIPS

We continue to support, share resources, and promote best practices with:

- Alberta Association of YWCAs
- Alberta Camping Association
- ASSIST Community Services Centre
- Canadian Breast Cancer Foundation
- Canadian Red Cross
- Catholic Social Services
- Centre to End All Sexual Exploitation
- Children's Home Care, Alberta Health Service – Edmonton
- Community Initiatives Against Family Violence
- City of Edmonton
- Diverse Voices
- Edmonton Fire Cadets
- Edmonton Immigrant Services Association
- Edmonton John Howard Society
- Edmonton Police Service
- Edmonton Region Council of Service Providers
- Families First Society Fort Saskatchewan
- Indo Canadian Women's Association
- Institute for the Advancement of Aboriginal Women
- Islamic Family Social Services Association

- John Humphrey Centre for Peace and Human Rights
- Lurana Shelter
- Options Sexual Health
- Paddle Alberta
- Parkland School Division
- Pregnancy Pathways Coalition
- Primary Care Network
- REACH Edmonton
- Sexual Assault Centre of Edmonton
- Today Family Violence Help Centre
- United Way Alberta Capital Region
- University of Alberta
- Wings of Providence
- WIN House
- Women's Advocacy Voice of Edmonton

ADVOCACY

YWCA Edmonton is a strong voice for women and families. In 2015 our advocacy efforts focused on:

- Gender equity and equality
- Human trafficking for sexual exploitation
- Persons with disabilities
- Violence against women

GENDER EQUITY AND EQUALITY
HUMAN TRAFFICKING FOR SEXUAL EXPLOITATION
PERSONS WITH DISABILITIES
VIOLENCE AGAINST WOMEN

SPOTLIGHT ON HUMAN TRAFFICKING

In 2015, *Engaging Community, Addressing Sex Trafficking in Edmonton* was released. This report was the result of a 30 month project funded by Status of Women Canada and the Canadian Women's Foundation. The Action Coalition on Human Trafficking (ACT) Alberta led the project. The goal was to build a Community Action Plan to reduce and prevent human trafficking for the purposes of sexual exploitation in our city. The core team on this project included:

- Centre to End All Sexual Exploitation
- Sexual Assault Centre of Edmonton
- YWCA Edmonton
- ASSIST Community Services Centre
- City of Edmonton – Community Services
- City of Edmonton Councillor Scott McKeen
- Edmonton Immigrant Services Association
- Edmonton Police Service
- Institute for the Advancement of Aboriginal Women
- REACH Edmonton
- Sarah Chan, Honorary Chair



COMMUNITY PRIORITIES

A Community Needs Assessment, along with forums and consultations with varied stakeholders were used to create the Community Action Plan. The Plan focuses on the following four priorities:

PRIORITY 1

Increase awareness, education, and training. Stakeholders stressed the importance of expanding the education on human trafficking and related issues in Edmonton. Clarity around the concept of human trafficking can lead to better identification of trafficking cases, opportunities to assist victims, and efficient use of resources.

PRIORITY 2

Focus on children and youth. We heard strongly from the community that youth are particularly vulnerable to traffickers, especially youth in care facilities such as group homes. Furthermore, many of the vulnerabilities that lead to sex trafficking have roots in childhood; effective prevention efforts must start there.

You can download the full report from our website.

PRIORITY 3

Improve service provision through collaboration and community engagement. Although Edmonton has many services available, increased collaboration and communication among NGOs, law enforcement agencies, and government departments will address gaps and barriers.

PRIORITY 4

Address underlying structures and systems. Community members recognized the need for structural change to effectively prevent and reduce sex trafficking in Edmonton. This priority includes actions like reducing tacit support in surrounding industries such as hotels, taxi and car services, and buses. Also, strengthening collaboration between organizations to develop strategies to make the process of testifying safer for victims.

SPECIAL EVENTS

SPONSORS

Shoppers Drug Mart
Servus Credit Union
Finning Canada

IN KIND DONORS

Avonlea Photography
Catering By Gail
Earls
Events Edmonton
Fat Franks
Hillberg & Berk
Production World
Regent Signs
Roots Patties
Special Event Rentals
The Melting Pot

SPONSORS

TD Bank Group
WatchIt Inc.
Davies, Park & Associates Inc.

IN KIND DONORS

Fairmont Hotel MacDonald
Zocalo



WALK A MILE IN HER SHOES®

On Tuesday, September 22, 2015 more than **240 men** slipped into a pair of high heels and walked around Sir Winston Churchill Square to help women and families walk away from violence. Thanks to their efforts, more than **\$128,000** was raised to support YWCA violence prevention and recovery programs.

Top Teams (Tied) - Shoppers Drug Mart \$18,000 and Finning Canada \$18,000

Top Walker - Al Madge \$5,000

Congratulations and a sincere thank you to our walkers, Coaches Club members, volunteers, and sponsors.



ROSE CAMPAIGN BREAKFAST

The Rose Campaign commemorates Canada's National Day of Remembrance and Action on Violence Against Women. On December 6, 1989, 14 women at l'École Polytechnique de Montréal were gunned down simply because they were women.

On December 4, 2015, **170 guests** attended the Rose Breakfast at the Fairmont Hotel Macdonald. The breakfast raised more than **\$45,000** to support the YWCA Counselling Centre as we help move survivors of violence from crisis to resilience.

2015 WOMEN OF DISTINCTION AWARDS

Presented by Barry Lycka M.D.

The YWCA Women of Distinction Awards are nationally recognized as one of Canada's most prestigious awards for women. Congratulations to the 2015 recipients.

Turning Point - Rayanne Forbes

Advocate - Bishop Jane Alexander

Entrepreneur - Robyne Garton

Young Woman
of Distinction - Lauren White

Trailblazer - Steffany Hanlen

Arts & Culture - Pardee Badyal

Educator - Marjorie Carter

Volunteer - Carla Cuglietta

See the next page for the winners' biographies



SPONSORS

Presented by
Barry Lycka M.D.

Above & Beyond
Promotions LTD

Canadian Western Bank

Chateau Lacombe Hotel

CIBC

Corus Radio

CTV Edmonton

Edmonton SUN

Pixel Blue College

Regent Signs

Shores Jardine LLP

TD Bank Group

Volvo of Edmonton

IN KIND DONORS

BubbleUp Marketing Design

C.W. Hill Photography

Century Hospitality Group

Hole's Greenhouses and
Gardens

Northlands Expo Centre

Paula Gibson-Griffith
Photography

Production World

Ricci Hair Co.

Three Tall Women

Boller Media
Productions (BMP)

Vision Icon Photography

SPECIAL EVENTS

2015 WOMEN OF DISTINCTION AWARD WINNERS

TURNING POINT | RAYANNE FORBES

Rayanne Forbes is a Graves' Disease battler and founder of the much needed Graves' Disease Foundation of Edmonton. She is also an employee of and ambassador for Youth Empowerment and Support Services (YESS) and a community columnist who tells heartwarming stories of charities, non-profits and rescue societies. Multiple surgeries, expensive dental repairs, targeted bullying, chronic pain, exhaustion, unemployment and numerous complications have not dampened Rayanne's resolve to educate and increase awareness about Graves'. Through the Graves' Disease Foundation Rayanne influences and inspires fellow "sufferers", doctors, media, other foundations and associations, and anyone who reaches out and needs an encouraging example of strength combined with grace and inclusivity.



ADVOCATE | BISHOP JANE ALEXANDER

Bishop Jane Alexander was born in England and began her professional life in 1981 as a music teacher in Newcastle upon Tyne. On moving to Canada she earned a Master's Degree in Education in 1993 and a Ph.D. in Education Psychology in 1996, both from the University of Alberta. She earned a Master's Degree in Theological Studies in 2001 from Newman Theological College. She was ordained to the priesthood in 2001, served in several parishes in the Diocese of Edmonton and became Dean in 2006. Jane was consecrated and installed as Bishop of the Anglican Diocese of Edmonton on May 11th, 2008.



ENTREPRENEUR | ROBYNE GARTON

Robyne Garton believes anything is possible. She is married with 4 children, runs two successful businesses and has overcome a very challenging childhood to prevail in the many aspects of her life. Wanting to find a way to help youth and women give back to the community, she established the first ever all-female roofing company, Pink Belts Roofing. Pink Belts is committed to making advances in the trades for women, and providing great strength and support for Robyne's family, friends, employees, and customers. Out of a belief that everyone is capable of healing, Robyne is unwavering in her desire to cut through the red tape and find better programs for those whom others have given up on.



YOUNG WOMAN OF DISTINCTION | LAUREN WHITE

Lauren White is a Grade 11 Honours student at St. Joseph High School. She has supported numerous causes as a volunteer including Amity Daycare, the Misericordia Hospital, and once shaved her head for cancer. As a youth ally Lauren started an online petition for Gay-Straight Alliances and is currently working with students and teachers to start a GSA at St. Joe's. For two years she has been a creative director for the nine SAK Channels on YouTube (with 2.25 million subscribers) which promote positive role models for girls. She has volunteered with Me to We in Kenya and the Amazon, and makes presentations about her experiences at Edmonton schools. A past recipient of the ECSD's Superintendent Award of Excellent (2013), Lauren is an organizer of the City's WE Stand conference for youth leadership.



TRAILBLAZER | STEFFANY HANLEN

Steffany Hanlen gracefully entered a man's world in 1991 by stepping into the ultimate den of masculinity, the Edmonton Oilers Dressing room. Being the first paid skating coach and first female strength and conditioning coach in the NHL, Steffany's commitment to results was larger than the pain of not fitting in to the boys' club. For 30 years Steffany has worked with over 100,000 athletes from NHL players to Olympians, trained over 100 coaches across North America and built several successful businesses in areas of sport, real estate, retail and empowerment. Her low tolerance for anything other than outstanding is the foundation for others' dreams and her belief in the unlimited potential of women lives at her core.



ARTS & CULTURE | PARDEE BADYAL

Since 2005 Pardee Badyal has been helping local emerging artists gain international exposure through Art Trends magazine. In addition to publishing Art Trends, Pardee is the founder of Art in the Park (Allen) and recently opened Art Trends Gallery which supports local artists, authors, actors, and musicians through a multitude of events. The business was created with limited funds and continues to operate 100% independently. Pardee supports thousands of artists and helps them realize their dreams by showcasing them in Art Trends magazine, by hosting Artist of the Year, art shows and art walks, and by sponsoring events that help artists sell their work.



VOLUNTEER | CARLA CUGLIETTA

Carla Cuglietta has been an educator for the past 13 years with a priority to engage and invest students in their own potential through service, social justice, spirituality, fitness, and building community. Carla has volunteered on three different continents (North America, Africa and Asia) and founded a Youth Leadership Summit, WE Stand, to engage upwards of 2000 students in personal, local, and global leadership and change. In India she founded and runs a not-for-profit organization called Canadian Water Works that secures clean drinking water for over 1200 homes and schools. In Sierra Leone she co-founded an annual Peace Ambassador program with the Ministry of Education to promote peaceful teaching practices in rural classrooms, which includes an annual scholarship for students to continue education.



EDUCATOR | MARJORIE CARTER

Marjorie Carter is a dedicated and supportive teacher in the Nellie McClung Program. She provides the momentum and environment for every student to realize their potential. She makes them wonder, laugh, question, criticize, play, connect, take risks, write, read, and show their work. They leave her classroom more curious, more courageous, and more understanding. Marjorie has taught every grade from kindergarten to second year university and spent 11 years working with Aboriginal communities before joining Edmonton Public School Board. Marjorie and her husband have four adopted special needs children. Marjorie advocates for adoption and has presented at Fetal Alcohol Spectrum Disorder conferences and through the media.



AUDITOR'S REPORT

Report of the Independent Auditors on the Summary Financial Statements

To the Members of Young Women's Christian Association of Edmonton:

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2015, and the summary statement of operations for the year then ended, are derived from the audited financial statements of Young Women's Christian Association of Edmonton for the year ended December 31, 2015. We expressed an unmodified audit opinion on those financial statements in our report dated March 23, 2016. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of the Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Young Women's Christian Association of Edmonton.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Young Women's Christian Association of Edmonton for the year ended December 31, 2015 are consistent, in all material respects, with a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

March 23, 2016
Edmonton, Alberta

MNP LLP

Chartered Accountants

MNP
LLP

FINANCIALS

YWCA EDMONTON FINANCIAL HIGHLIGHTS

As of December 31, 2015

	2015 \$	2014 \$
ASSETS		
Current Assets	2,254,075	1,879,569
Capital Assets	879,082	978,829
	3,133,157	2,858,398
LIABILITIES		
Current Liabilities	326,057	325,228
Deferred Revenue	822,428	327,302
Deferred Contributions Related To Capital Assets	414,436	447,029
	1,562,921	1,099,559
NET ASSETS	1,570,236	1,758,839
	3,133,157	2,858,398
REVENUES		
Fees for Services	9,326,2246	8,061,809
Government Contracts, Grants and Subsidies	1,406,015	1,708,469
Counselling Centre	475,454	414,033
Fundraising and Donations	367,224	364,090
Other Revenue	161,550	52,667
	11,736,489	9,554,568
EXPENSES		
Purchased Services	5,090,818	4,767,962
Salaries, Wages and Employee Benefits	5,013,617	4,502,987
General and Administrative Expenses	1,411,012	1,204,206
Counselling Centre	311,393	314,309
	11,826,840	10,789,464
Excess (deficiency) of revenue over expenses before other income	(90,351)	(188,396)
OTHER REVENUES AND EXPENSES	(98,252)	(51,843)
Net excess (deficiency) of revenues over expenses for the year	(188,603)	(240,239)

The full YWCA Edmonton 2015 Audited Financial Statements are available on our website: www.ywcaofedmonton.org

FINANCIALS

TREASURER'S REPORT

We entered 2015 with the intent of focusing on the future by increasing our investment in fundraising thereby enabling us to expand our programming. Our plan was to achieve a balanced budget from operations before amortization expense; however, while we worked hard to increase our revenues from fundraising and minimize our discretionary spending, the economic downturn resulted in ending 2015 with a loss from operations.

Our revenue increased by \$1.1 million or 11% over the prior year, however most of this increase was realized in increased Fee for Service revenue in Disability Services. The increase in funds was matched by the increase in expenses required to provide more services to more people. While 2015 was a challenging year due to the economic environment in Alberta, fundraising and donation revenues were still comparable to 2014. We believe the investment we are making in fundraising will benefit YWCA Edmonton and our programming in the future. Also, other revenue increased by approximately \$76,000 in 2015. YWCA Edmonton hosted the Annual Member's Meeting for all of the YWCAs in Canada. This resulted in registration fee revenues and corresponding event expenses.

As mentioned above, expenses relating to purchased services and salaries, wages, and employee benefits increased as a result of the increase in Disability Services, along with the investment in fundraising. Overall, our loss from operations was approximately \$90,000. This is an improvement over the 2014 loss from operations of approximately \$188,000. Both years' losses have been covered by our cash reserves. The amortization of capital assets was approximately \$126,000 and has no impact on cash.

While our results from operations were lower than planned, we still have a healthy balance sheet with net assets of approximately \$1.6 million. Net assets decreased by 11% this year, due primarily to the loss from operations and the amortization of capital assets. The deferred revenue balance sheet account increase in 2015 is partially reflected in the increase in cash, where we have been paid in advance for services not yet delivered, and the deferred revenue will be recorded as revenue in 2016.

With the expected continued challenges in the economic environment into 2016, we are continuing to focus on increasing revenues through fundraising and other means, while being prudent with our spending in order to improve the financial outlook of YWCA Edmonton. Our goal is to continue to provide services to women, girls, and families when and where they need us. We are grateful for our supporters, sponsors, partners, and donors who are essential to our success. On behalf of the YWCA Finance and Audit Committee, I would also like to thank our staff and volunteers. You are the reason that the quality of our programming continues to be excellent in these challenging times.

Kathy Demuth, CA, CMA
Treasurer, YWCA Board of Directors

WAYS TO SUPPORT THE YWCA

Single Donation Your gift allows women and families to build confidence and make healthy life choices, securing a better future for everyone.

Monthly Donation As a monthly donor, you give the YWCA an opportunity to plan and create long term, stable solutions to meet the needs of women and families in our community.

Major Gift Private donors have been the backbone of the YWCA since our founding by philanthropic champions in 1907. When you make a major gift to the YWCA you are building a legacy of equality, opportunity, and choice for women and families.

Leave a Legacy Remembering YWCA Edmonton in your Will can transform the lives of women and families for generations to come. Your personal legacy of caring and compassion will ensure that your memory lives on.

Community Events Hosting an event in the community to support YWCA programs and services is a fun and effective way to engage your family, friends, coworkers, and community members in the work of the YWCA.

Monthly Donation – Small Business Being a small business monthly donor is something you, your team, and your customers can feel great about, because supporting the YWCA improves the lives of women and families.

Corporate Giving Corporate giving is an opportunity to lead the way in creating a culture of equality, opportunity, and choice for women and families.

Cause Marketing Cause-related marketing is a partnership between your organization and the YWCA that engages consumers in a cause your company believes in, while looking to increase sales by influencing buying decisions.

Employee Giving Workplace giving campaigns are an effective tool for increasing employee motivation and retention.

Sponsorship Sponsorship is a powerful way to spend your marketing dollars while increasing return on investment, brand loyalty, employee morale, and community awareness.

Gift In Kind Making a gift of products and/or services can be a cost effective way to support the YWCA.

“Shoppers Drug Mart is a proud supporter of women's health and we are thrilled to support YWCA Edmonton.”

- Todd Small, Vice President of Operations Alberta

THANK YOU TO OUR FUNDERS

City of Edmonton – Family and Community Support Services

Government of Alberta – Family Support for Children with Disabilities

Government of Alberta – Persons with Developmental Disabilities

Government of Alberta – Region 6 Child and Family Services Authority

Government of Nunavut – Department of Health and Social Service

Government of the Northwest Territories – Department of Health and Social Service

United Way of the Alberta Capital Region

OUR SUPPORTERS

Visionary

\$20,000 +

Alberta Culture and Tourism Community Initiatives Program
Barry Lycka Professional Corporation
CTV Edmonton
Edmonton Community Foundation
Edmonton Sun
Production World
Shoppers Drug Mart

Advocate

\$10,000 - \$19,999

C.W. Hill Photography Ltd.
Chateau Lacombe Hotel
Corus Entertainment

Leader

\$5,000 - \$9,999

CIBC
City of Edmonton
Edmonton Oilers
Community Foundation
Finning Canada
Hillberg and Berk
KPMG
Al Madge
Servus Credit Union
Shores Jardine LLP
Soroptimist International Club of Edmonton
TD Bank Group

Friend

\$1000 - \$4,999

Above & Beyond Promotions
Allard Foundation
Randy Baxandall
Marc Beauregard
Bubble Up Marketing
Dan Butlin
Century Hospitality Group

James Clancy
Denis Dale
Davies, Park & Associates Inc.

Igor Dugonjic
DynEco Automotive Service
Enbridge Inc.
Dean Esler
Fairmont Hotel Macdonald
Family & Community Support Services - Stony Plain

Thomas Fath
Finning Canada
Jacqueline Foord
Jennifer Forsyth
FMAV
Nick Gerke
Scott Gillingham
GMS Aggregates Inc.
Jesse Grieder
Lynette Grundy
Mark Gunderson
Michael Hackman
Steffany Hanlen-Francey
Danita Haysom
Scott Henderson
Hole's Greenhouses & Gardens
Home Depot Canada Foundation
Gregg Janz
Jen-Col Construction Ltd.
Catherine Keill
William King
Richard Kinsey
Brent Lavoie
Nicholas Leong
John Lilley
Spencer Love
Katrina MacDonald
Bob McGee
Monarch Exterior and Roofing Centre
Jeff Myrfield
Tony Nham
Paddle Alberta Society
Parkland County
Brian Poon

Craig Priddle
Scott Rattray
Regent Signs
Mark Reid
Len Rhodes
Ricci Hair Co.
Royal Alexandra Hospital Employees Charitable Donations Fund
Ted Silence
Ameeta Singh
Special Event Rentals
Andrew Smith
Jacqueline Smith
Three Tall Women Design Inc.
WatchIt Inc.

Barrett Westerlund
Ralph Wood
ZCL Composites Inc
Zocalo

Partner

\$200 - \$999

Academy Construction and Maintenance Ltd.
Alberta Teachers' Association

Gary Agnew
Randy Allarie
Cheryl Alonso
Derek Alty
Chris Ambrozic
Hilary Anaka
Michele Annich
Arrow Engineering Inc.
ATB Financial - Helping Hands
ATCO Electric
ATCO Pipelines
Avonlea Photography
Ron Bachmeier
Anneka Bakker
Baraka Gardens
Pamela Barrett
Mark Bateman
Gail Baxandall
Brett Bembridge
Drew Blaikie

Brenda Blakey
Nancy Bland
BMP - Bolter Media Productions

Caroline Bouchard
Marion Brooker
Kelly Buckley
Drew Burkart
Deborah Burshtyn
Wendy Butterworth
Cassandra Campeau
Julianna Cantwell
Carson Integrated Ltd.
Catering by Gail Caterpillar Inc.
Heather Chapple
Colette Chekerda
Stephan Chisholm
Anninna Chiu
CJM Trucking Ltd.
Maxine Clarke
Meaghan Conroy
Dushan Coulson
Donald Corothers
Darcie Cosentino
Kelly Dawson
Jamie Day
Sharan de Waal
Shannon Dean
Mae Deans
Kathy Demuth
Deniche Screw Piling
Kevin Deol
Sarah DeSouza
Carrie Doll
Lorie Drummond
Mona Duckett
Edmonton International Airport
Janelle Effa
Sherrill Eichhorn
Teresa Eliasson
Evelina Developments
Events Edmonton
Noella Faucher
Ramona Fehr
Susan Fox
Camilla Fung
Don Gerke
Jeff Gieg
Paul Gimson
Goldbar Contractors Inc.
Chris Gordeyko
Curtis Greenland
Gloria Grieco
Ray Guidinger
Eileen Guilfoyle
Teresa Haykowsky
Heavy Metal Equipment
Brian Hesje

Dion Holberton
Denise Hole
Christy Holtby
Marilyn Hooper
Karla Horcica
Peter Hourihan
Mike Hullah
lmark Inc.
Audrey Inkpen
Jean Forest Leadership Academy

Cory Jodoin
Yvonne Jodoin
David Johnsen
Rob Jolley
Laura Keegan
Maria & David Kelly
Frankie Kim
Brian Kirdeikis
Kathy Kirdeikis
John Kolkman
Barbara Komisar
Terrence Konyi
Ngereza Kwigwasa
Aidan LaChance
Sharon Lazaruik
Virginia Lefebvre
Liberty Clothing
Ann Love
Greg Love

The Luxus Group
M.A.P Group of Companies
Mary MacDonald
Leslee Madge
Evelina Mannarino
Lily Mannarino
Anahita Mashhadi Rahimi
David Mason
J Bryan Mason
Jill Mason
Francesca Mastrobuono
Tony Matera
Marshall Mathers
Robert Maxwell
Kari Mayer
David Mazerolle
Leslie McAneeley
Linda McConnan
Bob McGee
Deborah McKinnon
Trish McOrmond
Mauro Meneghetti
Ruth Menegozzo
Merrick's Fine Foods
Bagged Milk
Jennifer Miller
Linda Miller
Mira Timber Frame
Albert Mondor

Paavo Montandon
Janelle Morin
Darren Mostoway
Gautam Naib
Ronda Nedelec
Mark Nicoll
Amber Niemeier
Eleanor Olszewski
Esther Ondrack
Renee Oxley
Serap Ozturk
Della Paradis
Ken Parker
Michelle Petrin
Judy Piercey
Platinum Pipefitting Incorporated
Sandrine Pollock
Pro-Active IT Management
Colleen Purdy
Rago Millwork & Supplies Co Ltd.
Brenda Rebman
Eva Robinson
Roots Patties
Chris Ruddy
Rumile Contracting
Sandy Sanderson
Save On Foods
Chris Scheetz
Megan Schwann
Stacey Scott-Nykolyshyn
Jean Shorts
Alexandra Silence
Lisa Simon
Myrna Smart
Amelia Souliere
Kelly Speers

Sponsor Energy
Gail Stepanik-Keber
Laura Stevens
Barb Stirling
Colleen Sweet
Kristie Tourangeau
Ian Trace
Kim Tsang
UA Local Union 488
Amanda Vella
Juan Carlos Villegas
Catherine Vu
Nick Walker
Patricia Walsh
Helen Ward
Lee Weiler
Westgrove Plumbing & Heating Ltd.
Whissell Rock Products Ltd.
John Wilson
Henry Woo
Workun Garrick Partnership
Yardstick Technologies
Saly Zachariah
Marshal Zafar

Walk a Mile In Her Shoes Walkers

Gary Agnew
Taylor Agnew
James Agustin
Randy Allarie
Sharice Allen
Tony Alm
Randy Anomasiri
Doyin Bakinson
David Baron
Tim Battle
Randy Baxandall
Marc Beauregard
Chauncey Beggs
Brett Bembridge
Chris Bernier
Drew Blaikie
Greg Blender
Kodjo Boateng
Randy Boissonnault
Patrick Bolduc
Terry Bootzman
Cameron Bowman
Hunter Boychuk
Darren Boyde
Ryann Bradley
Marshall Braun
Jim Brewer
Julian Brezden
Josh Brown
Rory Brown
Keith Bulger
Drew Burkart
Sean Burke
Jeff Burns
Jonathan Cahoon
Adam Carleton
Mike Chalut
Ryan Chopin
Lanson Chow
Jason Chung
Matt Ciezki
James Clancy
James Clark
John Clarke
Kris Clements
Yves Cloutier
George Colin
Roy Cooper
Dushan Coulson
Grant Craig
Gisele Crawford
Lochlin Cross
Craig Curran-Morton
Peter Cushman
Matt DeBeurs
Kevin Deol
Karl Douglas
Jay Downton
Travis Drew
Greg Driedger
Rene Dubeau
Igor Dugonjic
Derek Durocher
Chad Edmonds
Emeka Ekwosimba
Gil Elegado

Dean Esler
Jered Evangelos
Noorddin Farishta
Marc Forgues
Aaron Friedenthal
Stephane Gagnon
Del Gallup
Jason Garner
Peter Gegolick
Nick Gerke
Akif Ghani
Scott Gillingham
Keith Golinsky
Chris Gordeyko
Curtis Greenland
Wesley Greer
Jesse Grieder
Trina Griep
Andrew Grose
Eileen Guilfoyle
Douglas Gulevich
Melvin Ha
Michael Hackman
Paul Hainsworth
Ed Hamilton
Jen Hammond
Lee Hannam
Derek Harley
Kirk Harline
Charles Harris
Michael Harrison
Jay Hatton
Steve Haybarger

Kristina Koch
Stephen Kowalishin
Lisa Lalonde
Olivier Langlois
Brent Lavoie
Zachary Lawson
Nicholas Leong
Avry Lewis-McDougall
John Lilley
Jim Lim
Antonio Limon
Reckie Lloyd
Eric Lo
Sunny Lo
Councillor Dave Loken
Brendan Love
Spencer Love
Audie Lynds
Jeremy Maas
Al Madge
Jimmy Mah
David Mak
Jim Malchow
Robert Markham
Stephen Martineau
Angus Maseghe
David Mason
Patrick Matala
Robert Maxwell
Gerrard McClellan
Chris McFarlane
Bob McGee
Councillor Scott McKeen

Ken Parker
Janak Patel
Ereni Perez
Tom Perlinski
Doug Pettapiece
John Pollesel
Brian Poon
Josh Posty
Craig Priddle
Matt Radkie
Scott Rattray
Paul Readman
Mark Reid
Len Rhodes
Joe Rodgers
Cam Rutten
Ryder
Mosa Sayyad
Chris Scheetz
Bryan Schmidt
Charles Schwanbeck
Grant Selensky
Akash Shah
Jean Shorts
Ted Silence
TJ Singh
Andrew Smith
Orval Smith
Manuel Solis
Jaleel Solomon-Gibbs
Glenn Stewart
Michael Stiebritz
Anthony Taiwo

YWCA Edmonton provides programs and services to more than 8,000 women, girls, and families each year; support they depend on every day.

Our donors help us lead, support, and advocate for women, girls, and families when and where they need us.

Kevin Hayes
Edmund Hayford
Mark Heck
Shane Heintz
Amir Hemani
Councillor Ben Hendersen
Scott Henderson
Dion Holberton
Sean Holland
Barry Husband
Gregg Janz
Ryan Jespersen
Cory Jodoin
Gareth Jones
Tyler Jordan
Benjamin Jorgenson
Tricia Jorritsma
Rakshit Joshi
James Kadavil
Ken Keeler
A.J. Keller
Stephen Keppler
Frankie Kim
Richard Kinsey
Brian Kirdeikis
Geoff Kliza
Councillor Andrew Knack
Chad Koch

Brian McLuckie
Hardy Medrano
Shane Michaels
Bagged Milk
Greg Miskie
Karlito Mitchell
Hugo Molero
Taylor Moran
Darren Mostoway
Jason Motycka
Cristian Munoz
Jason Murray
Jeff Myrfield
Gautam Naib
Mike Ngo
Tony Nham
Mark Nicoll
Siyani Nsaliwa
Lekan Oladokun
Moréniké Olaosebikan
Connor Parker

Keli Tamaklo
Brian Tang
Idiculla Thomas
Ian Trace
Tina Uribe
Thomas Van der Eerden
Jason Vest
Nick Walker
Dan Walls
Jim Warburton
Jack Webb
Lee Weiler
Barrett Westerlund
James Wickstrom
Jeff Wilks
Rob Williams
John Wilson
Cliff Wong
Henry Woo
Wang Yip
Jordan Zimmerman

Every effort is made to ensure the accuracy of our lists. If your name is misspelled, incorrectly listed, or omitted, please contact us at 780.970.6500 so we can correct our records.



YWCA Edmonton
#400 – 10080 Jasper Ave
Edmonton Alberta, Canada
T5G 1V9

P | 780.423.9922
F | 780.488.6077
E | info@ywcaedm.org
W | ywcaofedmonton.org

 @YWCAEdmonton

 /YWCAEdmonton

 YWCA_edmonton

