



THE
TODAY
CENTRE

Annual Report

2021 | 2022



Vision

A healthy community safe and free of family violence.

Mission

The Today Family Violence Help Centre raises awareness and builds capacity by providing immediate, inclusive, integrated services for those impacted by family violence.

Values

- Integrity
- Partnership
- Self-Determination
- Diversity & Inclusion
- Knowledge & Education

Story of our Logo

The icon is rich in insight. It borrows a sunrise from the original identity representing positivity, brightness and the dawn of a new day.

The "T" points to the center of the sun forming the letter "C", the inspirational focal point where The Today Centre does their work and shines a light on possibilities.



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Message from our Board Chair

"On behalf of the Board of Directors of The Today Centre, I am pleased to present the 2021 – 2022 Annual Report."

It has been a year of successes and growth for The Today Centre despite another challenging year of the pandemic. The Today Centre was able to continually meet the needs of clients experiencing family violence and ensure all clients were able to access the supports required on a path to healing. The Today Centre raises awareness and builds capacity by providing immediate, inclusive, integrated services for those impacted by family violence. It is with this mission the Board of Directors makes governance decisions and supports the work of The Today Centre.

During the past year, the Board took time to review the Strategic Plan to ensure all deliverables were still in line with the work of The Today Centre in the ever changing environment. Through this process, the Board added a fifth priority, Organizational Capacity. The Today Centre is in a place of continued growth and focus on serving our community. In 2023, the Board will revisit the Strategic Plan to ensure alignment with our evolving business and client needs.

I would like to extend my sincere gratitude to all our funders and donors that make our work possible. Without you, The Today Centre would not be able to support those in their darkest hours. Your funding offers light at the end of the tunnel. Finally, I would like to thank the staff for their tireless efforts and ability to jump and turn as the world changes. Our community is safer, stronger, and more resilient because of their work.

Thank you and please enjoy our Annual Report.



Teagan Gahler
Chair, Board of Directors



Current Members

Marnie Lee - Sarah Dargatz - Richard Ouellet - Kristen Kuzik
Julie Curley - Meredith Allan - Leanne Harvey - Brad Arkison

Past Members

Sunanda Bhattacharya - Kimberley MacDonald

Board of Directors

Message from our Executive Director

"A river cuts through a rock not because of its power but its persistence".

- James N. Watkins

The highlight of working on my message each year comes from searching for a quote that encapsulates the past year. Wading through inspirational messages and motivational memes, I inevitably stumble across a quote that not only echoes our experiences at The Today Centre, but also resonates with me the experiences of those individuals who need our support.

This year is no different. With the pandemic raging on throughout most of the past year, I've witnessed countless examples of "persistence" - an organization adapts their programming to meet the need of individuals; a concerned professional asks how they can support their colleague who is experiencing family violence; an individual being abused by their partner asks, "How can I keep myself and my children safe?" Persistence is what gives us the momentum to change the landscape of our lives.

Despite another year of rising incidents and increasing severity of family violence, The Today Centre remained steadfast in providing services to those seeking help for themselves and their children and for those seeking help on behalf of someone else. Despite public health restrictions continuing to play a significant role in victims of family violence reaching out for help, calls into The Today Centre in our second pandemic year remained on par with the prior pandemic year.

New and continued funders and donors, our Board of Directors, staff and volunteers make this work possible. Thank you for believing in the difference The Today Centre can make in the lives of those impacted by family violence

Together, we can make a difference today for a healthy community safe and free from family violence tomorrow.



Cindy Furlong
Executive Director



Strategic Direction



Priorities & Goals

Priority 1: Service Delivery

Strategic Goal A: Enhance client-centred support and services to those affected by family violence

Strategic Goal B: Strengthen collaborative partnerships to strengthen client support

Priority 2: Education & Training

Strategic Goal D: Increase and diversify revenue streams to maintain operational effectiveness and service delivery

Priority 3: Financial Sustainability

Strategic Goal C: Advance education and training opportunities for practitioners and individuals impacted by family violence through partnerships

Priority 4: Awareness & Advocacy

Strategic Goal E: Promote awareness of The Today Centre and its services with service providers and the community

Strategic Goal F: Advance the work of The Today Centre by developing and maintaining strong relationships with other service providers, funders, donors, and all levels of government

Priority 5: Organizational Capacity

Strategic Goal G: Build organizational infrastructure, metrics and business systems to maintain and grow operational and human resource effectiveness

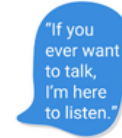
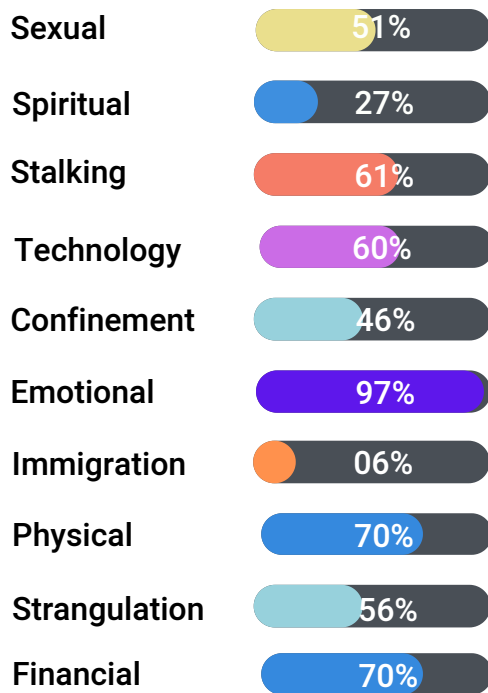


Service Delivery

Highlights

- Continued to deliver Healthy Relationships, Healthy Families presentations and information sessions to newcomers and immigrants
- Received 10 laptops from Edmonton Electronic Recycling Association to support individuals who did not have access to technology to navigate services in an online world
- Emergency cellphones provided to clients through our Lives on the Line program
- Provided Safe at Last supports to individuals facing barriers in leaving abusive relationships
- Successfully implemented Finding Our Voices peer support group in partnership with Sageesse
- All clients surveyed reported feeling confident in overcoming their challenges after receiving our services

Types of abuse experienced by our clients



Who we helped

- 1% Identified as transgender
 - 4% Identified as male
 - 6% Identified as LGBTQIP2SAA
 - 20% Identified as Indigenous
 - 95% Identified as female
-
- 41 Countries of origin identified
 - 70 Ethno-cultural individuals
 - 163 Children under the age of 5
 - 323 Clients received service
 - 401 Children of clients
-
- 1028 Additional calls from the community
 - 1964 Referrals made to other organizations



I am grateful for the time, patience and empathy shown by my Family Violence Specialist during the most challenging moments of my life. The support and information/materials shared were the most valuable. I never felt pressured at any point. My kids and I are now in a safe location, away from abuse, thanks to the resources provided. I am a survivor of domestic violence.

- Former client



Breaking free...a story of survival

My experience with family violence began when my husband began abusing drugs. During this time he became a completely different person, and it changed our family dynamic. My husband's drug problem began in 2019. At that time there was police and child and family services involved. I believed my husband when he promised to quit his addiction and change for myself and our children. Therefore, I dropped the charges and wanted to have my family back together again.

Things were going well for a while, but it was about a year later and my husband lost his job. When this happened his violence was fully unleashed. He physically assaulted me, broke things in the house, and generally was intimidating.



I decided I needed to reach out for help and support again. I knew that safety for my children, and myself, were the top priority. It was then that I reached out to The Today Centre. After speaking with a Family Violence Specialist I felt stronger and was able to take the necessary steps in order to break free from my abusive husband.

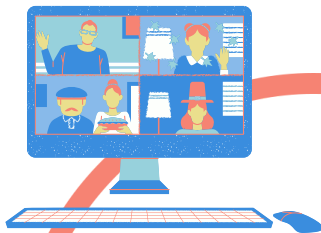
The Today Centre also connected me to supports for myself and my children. These supports are helping us to heal from the pain we endured from my husband. I also attended The Today Centre peer support group Finding Our Voices and found it helpful to know that I am not alone in this, and gained insightful knowledge to help me move forward.

Some days are still a real struggle. It is hard being a single mom. However, thanks to The Today Centre and other community services I know that I am not alone, and that there is hope today and tomorrow. I feel safe and able to take on the challenges ahead. - Former client

Education & Training

Highlights

- Created Self-Regulation as Self Care workshop
- Hosted Tessa Brock on the impacts of trauma with support from REACH Edmonton and Trauma Informed Edmonton
- Created one-page resource document for teachers and educators



Virtual Teaching

62% increase in workshop participants with a global reach



Supporting Educators

Developed and implemented a new resource guide for educators and teachers wanting to learn more about how to recognize and respond to family violence.

Educator Family Violence Guide

What is Family Violence?

Family violence is a pattern of abusive behaviours in a relationship in which tactics are used to gain or maintain power & control, and this creates an environment of fear. There are different types of abuse such as: emotional, coercion, financial, spiritual, cultural, immigration, physical and sexual.

Everyone experiencing abuse has complex and unique needs. It is never the fault of the victim. To learn more about family violence, visit: www.thetodaycentre.ca

Possible Indicators

Indicators are opportunities to connect with families, it does not always mean a family is experiencing abuse.

- Trust your gut if things feel off
- Kids not wanting to go home, afraid of going home
- Feeling nervous around their partner
- Making excuses, not showing up for appointments
- Students talking about harm happening at home
- Classwork referencing violence not related to course work
- Parents cannot be reached or contacted
- Main contact asks not to contact other parent if there is an issue at school

Who Can I Consult With?

Document what you see / hear / are worried about.

- You are not alone, consult with someone who has expertise:
 - **The Today Centre:** 780-455-6880
 - **Family Violence Prevention Centre:** 780-423-1665

24-hour help lines:

- **Family Violence Info Line:** 310-1818
- **Information & Referral Line:** 211

Connect to school resources, such as: administrators, success coaches, social workers, or community partners/organizations.

How to Start a Conversation

To ensure the safety for the families, be sure you are in a private space where no one can hear your conversation.

Start the conversation with: "I've noticed ____ and I'm concerned. Would you like to talk?"

If someone says no or does not respond, respect their choice and decision. Don't force them to engage in conversation.

If there is a disclosure, listen and believe them. Say "I believe you."

Be calm. Listen, empathize. Give them a chance to share without interruption.

"What kind of support would be helpful for you?"



Things to Remember

You are not alone.

There are supports available for you and the families.

Families need support and guidance not judgment.

People may not be ready to take action, or it may be dangerous to do so.

Your job is to listen and offer community support options, NOT to solve their problem.

Listening and empathy are powerful tools to support someone on their healing journey.

Duty to Report (Alberta Child Abuse Hotline: 1-800-387-5437)

If you know or suspect a child is being maltreated, are in danger, or living in a home with family violence, under the Child Family Enhancement Act, you are under a legal obligation to report. Every person who receives the disclosure or suspects harm must legally report. If you are unsure, consult with Children's Services.

Public Workshops - Online

- Service Providers Workshop
- Family & Friends Workshop
- Family Violence Workshop
- Family Violence Across the Lifespan Workshop
- The Today Centre Information Sessions



99%

Participants indicated the workshop increased their understanding of family violence.

50 WORKSHOPS
delivered to

1464 PARTICIPANTS

from over different

50 ORGANIZATIONS



97%

Participants indicated the workshop helped them feel more confident in responding to disclosures of family violence.



My understanding of types of family violence is increased and I feel more confident to work with the client who disclosed the family violence experience with me, and I could use the skills I learned today, such as empathy, active listening, to address client's needs, validate her/his feelings, listen to their story without jumping into giving advice. - Workshop participant



Financial Sustainability

Highlights

- Revised our Guide to Giving
- Created a digital campaign for Family Violence Prevention Month and Giving Tuesday
- Increased community partnerships resulting in an increase in donor revenue



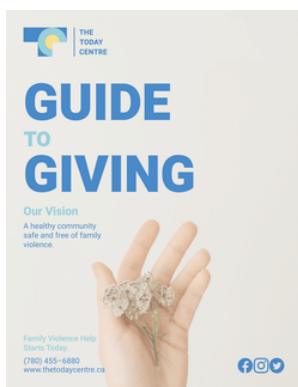
A five week awareness building and fundraising campaign focused on defining family violence, creating safety plans, highlighting Victims and Survivors of Crime Week, and showcasing the direct and indirect costs of family violence to Canadians.



100k views

View all 1205 comments

1 DAYS AGO



The Today Centre's Guide To Giving

Revamped our popular 'GUIDE TO GIVING' booklet - an excellent resource on how supporters, donors and investors can make an impact on the lives of those experiencing family violence.

Received \$172,000 in new grants

Developed amazing relationships with 8 third-party fundraising partners

Revenue		Expenses	
Grants	\$919,357	Wages & Employee Benefits	\$692,356
Donations	\$14,028	Building & Occupancy	\$102,910
Rent Recoveries	\$6,440	Office Material & Supplies	\$50,080
Fundraising	\$3,897	Administrative & Support Services	\$47,603
Interest	\$1,557	Program Expenses	\$36,370
Amortization of deferred contributions	\$1,224	Staffing Expenses	\$6,228
Memberships	\$275	Travel & Subsistence Expenses	\$2,520
Honourariums	\$150	Fundraising Expenses	\$281
Total Revenue \$946,928		Total Expenses \$938,430	



- Grants
- Donations
- Rent Recoveries
- Fundraising
- Interest
- Amortization of deferred contributions
- Memberships
- Honourariums

- Wages and Employee Benefits
- Building and Occupancy
- Office Material and Supplies
- Administrative and Support Services
- Programming
- Staffing
- Travel and Subsistence Spending
- Fundraising

Awareness & Advocacy

Highlights

- Exponential growth in numbers on all our online platforms
- Completed a website audit and began work on updating the website
- Created a video tour of The Today Centre
- Engaged in a targeted advertising campaign
- Named West End Business Associations' Charity of Choice for the year



todaycentre

INSTAGRAM

Current followers 2,637



@TodayFV

TWITTER

Current followers 733



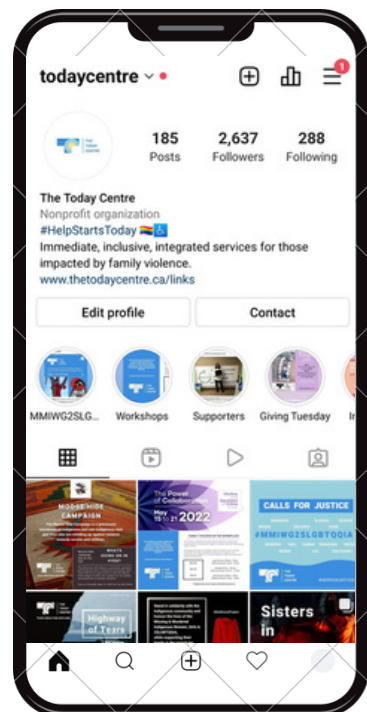
@todaycentre

FACEBOOK

Current followers 548



GOOGLE
Total current views 62,850



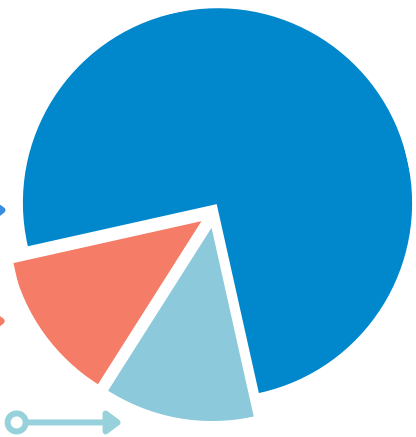
75,000 Website visits



Desktop Users →

Mobile Users →

Tablet Users →



Making a difference in our clients' lives...

A huge thank you to all those who helped support so many of our families over the past year! We couldn't do it without you.

- Legacy YEG
- The Seven80
- Ambrosia Gifts
- Callie Rae Jewelry
- Daam Galvanizing Ltd.
- Whimsical Cake Studio
- Lillian Osborne High School
- Centennial Elementary School
- TELUS Community Ambassadors
- The Edmonton Elks Football Organization
- Urban Bulldogs Against Kids Abuse (UBAKA)

TELUS Community Ambassadors



Legacy YEG



Lillian Osborne High School



THE SEVEN EIGHTY: Seven80



A fresh start is difficult to come by for most of us, let alone people who are in abusive situations. If we can do our small part in giving someone their fresh start, we are all in, always.

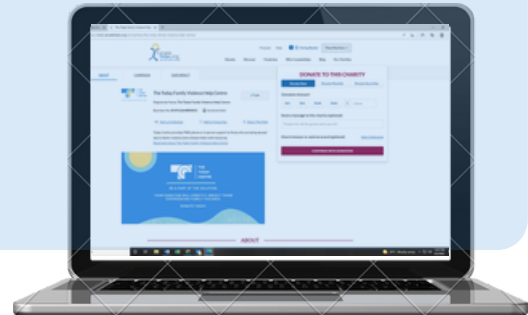
Ador Cochincgo

Owner + Operator of The Seven80

Organizational Capacity

Highlights

- Hosted two social work practicum students
- Engaged with Canada Helps for new Donor Management System



Our Volunteers

95 Volunteers

18 Active Volunteers

350 Volunteer Hours



I have been volunteering with The Today Centre for nearly three years and I have been so appreciative of the opportunity to be a part of important initiatives and events focused on the prevention and awareness of family violence issues. Family violence is something that touches all of us in some way at some point in our lives, so being able to give time to an agency that offers such essential support to survivors is incredibly fulfilling and rewarding.

– Cecilia, Volunteer



Thank you to
our wonderful
volunteers.



"I felt very lucky to have my practicum at The Today Centre. I learned so much and had many different opportunities to explore different areas of social work."

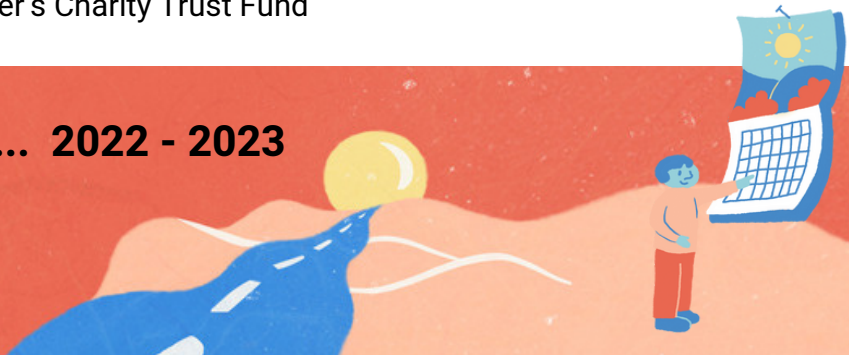
- Destiny, Practicum Student

Our Funders

The Today Centre is extremely grateful for the generosity and continued support of our funders. Thank you.

- Government of Canada
- Government of Alberta
- City of Edmonton
- City of Spruce Grove
- United Way of the Alberta Capital Region
- Edmonton Public Teacher's Charity Trust Fund
- Canadian Women Foundation
- Stollery Charitable Foundation
- Minerva Foundation
- Butler Family Foundation
- REALTORS® Community Foundation

THE ROAD AHEAD... 2022 - 2023



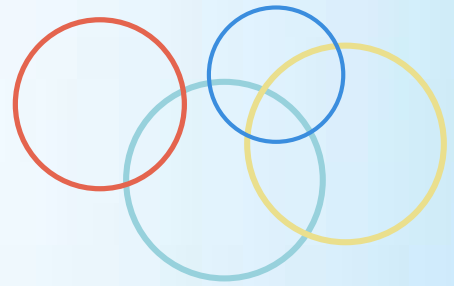
The Today Centre invites you to join us as we embark on another year of success! Here are just some of the ways we will continue to grow and provide awareness, education and understanding of family violence to our community and of course...to those that need us most.

Coming up...we will:

- Officially launch our newly revised and updated website
- Develop a new on-line workshop designed to support and educate our colleagues in the client service industry
- Use existing and new types of digital and media-based platforms to enhance and advance our social media presence for both awareness and fundraising opportunities
- Engage with the business community and develop more long-term and mutually beneficial relationships and partnerships
- Devise new and informative workshops, sessions and educational services that align with the needs of both business and human resource professionals
- (Finally!) make an exciting return to hosting in-person fundraising and awareness events
- Persevere in our heartfelt efforts to do what we can to ensure that people experiencing family violence will always find a safe space at The Today Centre...always. Today, tomorrow and all the days to come



THE
TODAY
CENTRE



Get involved

Sign up for our E-newsletter

Join us on social media

Host a fundraising event for us

Become a volunteer

Sponsor our signature events

Donate in-kind goods and/or services

Connect about partnership ideas

Make a financial contribution

Come in for a coffee and chat!

**TOGETHER, we can make a difference TODAY for a healthy
community safe and free from family violence TOMORROW.**

The Today Centre (The Today Family Violence Help Centre)

17724 - 102 Ave NW (Westgate Business Park), Edmonton, AB Canada T5S 1H5

780.455.6880 / www.thetodaycentre.ca / Charitable Registration Number 854912664RR0001



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