

TODAY
Family Violence
Help Centre

Renewal & Growth

Annual Report 2017 – 2018

Message from our Leaders

This year marks both renewal and growth for the Today Family Violence Help Centre. Solidifying the Strategic Direction of the Today Centre, the Board has reaffirmed our Mission to raise awareness and build capacity by providing immediate, inclusive, integrated services to those impacted by family violence. As an organization, we have embraced the values of Partnership; Diversity and Inclusion; Compassion; Integrity; Self-Determination and Knowledge and Education.

In 2016, Edmonton Police Service responded to over 8715 cases of domestic violence. Sadly, we know many cases go unreported and there is still much to be done. Our work this past year included strengthening and forming partnerships as we entered into a new relationship with Immigration, Refugee and Citizenship Canada. We have been able to enhance our work with newcomers and immigrants experiencing family violence through the addition of an Ethno-cultural Family Violence Specialist and by hosting information sessions and support groups for immigrant women. Working with Incite Marketing, we have a renewed purpose in seeking ways to implement their recommendations. We also saw growth as we welcomed a Fundraising Specialist to the team, who was able to support many aspects of our Fund Development Plan.

Keenly aware of the financial pressures experienced within the non-profit sector this past year, we are thankful for the generous support of our donors and funders, especially the Alberta Government, Government of Canada, City of Edmonton, United Way of the Alberta Capital Region, Stollery Charitable Foundation, REALTORS® Community Foundation, Edmonton Oilers Community Foundation, Devon Energy and 100 Men YEG. We could not do this work without you!

We are eternally grateful for the contributions of many who make our work possible. Thank you to our Board of Directors, who as passionate community leaders provide diverse expertise, strategic direction, financial accountability and governance to ensure we are working together to end family violence. Thank you to the skilled and dedicated staff of the Today Family Violence Help Centre, who provide empathy, compassion and support to ensure the safety of those impacted by family violence. To our volunteers, thank you for being there when asked and being so giving of your time and energy. To our many valued community partners, we are proud to be in this together with you. We know that the efforts made to strengthen the comprehensive collaborative approach through case consultations and family violence education are having a positive impact for not only those receiving the service but the broader family violence sector.

We look forward to another exciting year ahead as we plan a Donor and Volunteer Recognition Event, move to new office space and enter our 10th year of providing service to women, men and children impacted by family violence. Stay tuned and get connected through our e-newsletter, social media, becoming a volunteer, or donating to the Today Centre. Together, we can make a difference TODAY!

M. Richard Ouellet
Board of Directors Chair

Cindy Furlong
Executive Director



Board of Directors

Richard Ouellet, <i>Chair</i>	Teagan Gahler, <i>Director</i>
Vesna Kovacic, <i>Vice Chair</i>	Merle Linton, <i>Director</i>
Guy Bertrand, <i>Secretary-Treasurer</i>	Jacque Balagas, <i>Director</i>
Rhonda Holloway, <i>Director</i>	Sarah Dargatz, <i>Director</i>
Marnie Lee, <i>Director</i>	Laura Boileau, <i>Director</i>



Staff

Cindy, *Executive Director*
Sarah, *Office Manager*
Jessica, *Team Lead*
Nicole, *Family Violence Specialist*
Kaitlin, *Ethno-cultural Family Violence Specialist*
Danielle, *Ethno-cultural Family Violence Specialist*
Maryam, *Ethno-cultural Family Violence Specialist*
Monique, *Family Violence Education Specialist*

A Journey of Hope

Mithra's story speaks to the complexities that immigrant victims face when subjected to family violence. Her story showcases themes of familial shame and the impact of reaching out for help when sponsoring a loved one who is abusing you.

Mithra, a pregnant woman with a young daughter from a previous unhealthy relationship, was connected to the Today Family Violence Help Centre through a partner agency. Mithra disclosed that her second husband was stalking her as well as physically, emotionally and financially abusing her. Mithra and her husband had met online and shortly thereafter, were happily wed. Mithra noticed a shift in their marriage after her husband obtained Permanent Residency. The first sign of violence occurred when he yelled at her in a parking lot; accusing her of having an affair. Mithra realized in that moment that things were not going to change for the better. She also felt familial pressure to make the relationship work, as she feared having two failed marriages would culturally isolate her from her friends and family back home.

In an attempt to combat financial abuse, Mithra had her paycheques mailed to a friend's home. Upon discovering this, Mithra's husband escalated and pushed Mithra and her daughter. It was after this incident that Mithra fled. Despite success in obtaining an Emergency Protection Order (EPO), the abuse did not stop. Her husband began to contact her family back home saying she was crazy and accusing her of lying about the abuse. Mithra feared her family would not believe her and would label her as "outspoken" as they believed she was causing turmoil in her relationship by not being obedient in her marriage, a cultural expectation.

Today Centre staff supported Mithra through the EPO review process and then a few months later, reached out to Mithra about attending the Healthy Families, Healthy Relationship Support Group for immigrant women. Reconnecting with Mithra through individual sessions, the Family Violence Specialist could see Mithra's resolve about pursuing a divorce, now recognizing how unhealthy the relationship was for both her and her daughters. As Mithra was advised by government services to avoid accessing social assistance programs that would negatively impact sponsoring her mother to come to Canada, Mithra and the Family Violence Specialist worked together to access community-based services to meet her needs, including Edmonton's Food Bank, Alberta Health Services—Health for Two, Basically Babies and the Christmas Bureau.

As the Healthy Families, Healthy Relationships Support Group began, Mithra connected with and was empowered by other immigrant women who shared similar experiences. Mithra left the group as a strong, confident woman who knew she made the right decision for herself and her daughters. In her words:

"I really liked that I got to meet women in the same situations and also the information sessions which have made me think more positively about my future. I feel emotionally stronger. Thank you so much for listening and supporting."



Achievements



Client Services

Another Ethno-cultural Family Violence Specialist hired to further support newcomers and immigrants. Expanded newcomers and immigrants service to include Information Sessions and an eight-week Support Group. It Starts Today booklet translated into Hindi and Punjabi; rack cards translated into Punjabi, Hindi and Arabic. Invested in keeping victims safe by starting “Lives on the Line Emergency Cell Phone” program, which provides cell phones and airtime to high-risk victims, often with no other means of safe communication. Created “Emergency Client Fund,” to provide the financial support needed in urgent circumstances to remove barriers that keep individuals in unsafe situations.



Education and Awareness Raising

Provision of training to a variety of audiences, including college and university students, Victims' Services, School Divisions, front line agencies, psychologists and counsellors, government and health workers and community groups. Raised awareness of family violence by being present at many community events, including Law Day, Daughters Day, World Elder Abuse Proclamation and Family Violence Prevention Month Proclamation.



Partnerships

Collaboration with our co-located partners (ASSIST Community Services Centre, City of Edmonton, Islamic Family and Social Services Association) and our Linking Protocol partners. Increasing our connection to over 300 community-wide programs and services. Building our partnerships as we began offering group and information sessions to immigrant women. Worked together with City of Edmonton Individual and Family Well-being and City of Edmonton Community Advocates in curriculum development. Formed new partnerships with Lurana Shelter Society and Edmonton Police Service Community Operation Support Unit—Equity, Diversity and Human Rights section.



Volunteers

Participated in the Edmonton Oiler Community Foundation 50/50 draw and rallied 60 enthusiastic volunteers to support the event. 27 dedicated volunteers supported our Casino. Board members, committee members, office volunteers, special event volunteers... we value the contribution of every one of you! Look for our Donor and Volunteer Recognition Event in the fall of 2018. We hope to see you there!



Community Engagement

Our Fundraising Specialist focused on building new relationships and engaging the community to invest in ending family violence. Telus Community Ambassadors and the Edmonton Food Bank provided much needed in-kind donations to support basic needs and self-care. Best Buy provided an in-kind donation to enhance our childminding room. Ivor Dent School, through their fundraising efforts in Family Violence Prevention Month, donated their proceeds to the Today Centre and 100 Men YEG selected the Today Centre as one of their charities of choice.



Organizational Capacity

Welcomed six new members to the Board of Directors, three new specialized volunteers joined committees, two Board members participated in the United Way Speakers Bureau, a part-time Fundraising Specialist was hired, and several Board Members and the Executive Director were involved in training to build capacity in specific organizational areas.

By the Numbers

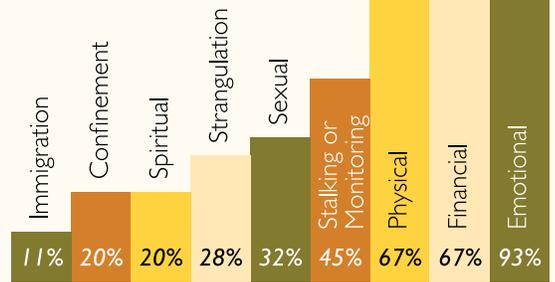
354 individuals supported (who, together, had 471 children) through 1519 types of service.



Supporting Clients

Client Services

Most common types of abuse reported by clients



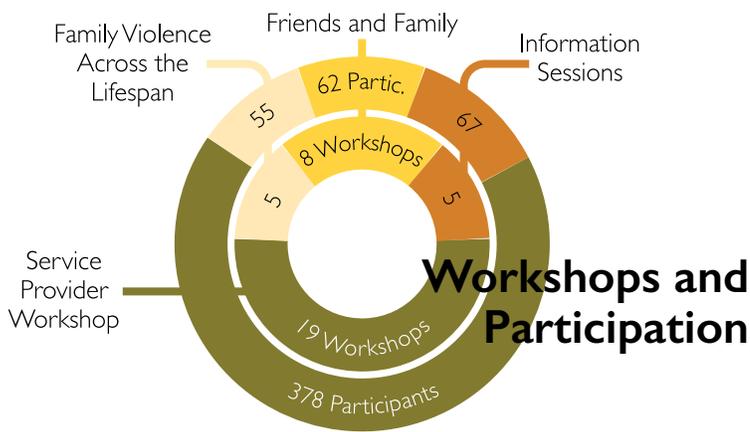
90% of clients report being more confident with solving problems and overcoming challenges.

Client Satisfaction

80% of clients report being helped to access counseling, support groups or other resources for emotional/mental health.



Education and Awareness



Partnerships



99% Increased my understanding of community resources and appropriate referrals.

99% Increased my understanding of family violence.

98% Helped me feel more confident in responding to disclosures of family violence.

Education Program Participant Satisfaction

Volunteers



1036 HOURS volunteer time

7 Goals for 2018-2019

Focus on improvements to
Childminding Program **1**

Increase opportunities to raise
awareness of family violence **3**

Host a Donor/Volunteer
Recognition event **5**

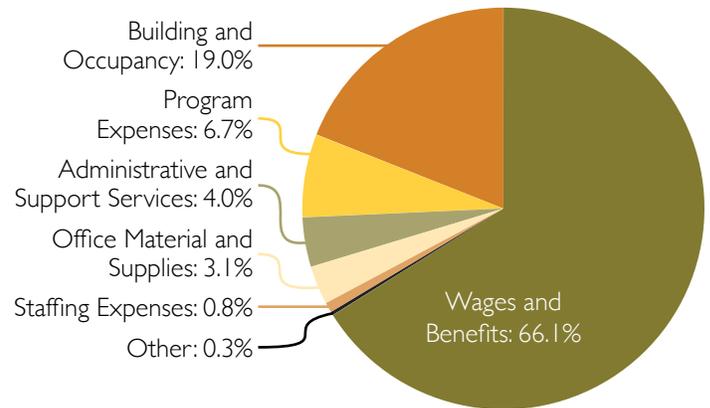
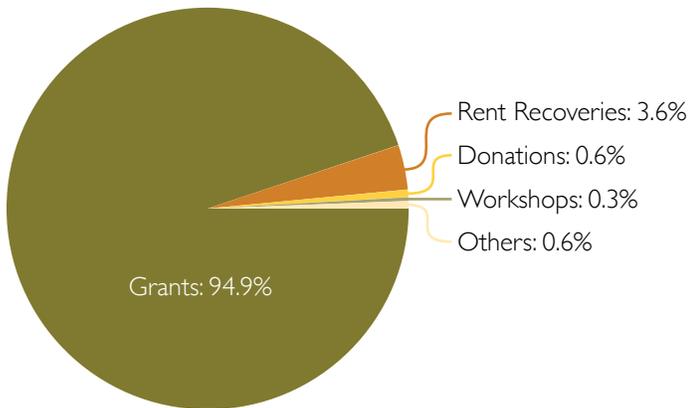
Prepare for 10 year
anniversary **7**

Continued translation of
resource material **2**

Implement Marketing
Strategy recommendations **4**

Re-locate to new office
space **6**

Financials



Revenue

Grants	\$725,139
Rent Recoveries	\$27,386
Donations	\$4,715
Workshops	\$2,280
Interest	\$1,976
Others	\$1,896
Office Support	\$500
Memberships	\$175
Fundraising	\$39
Total	\$764,106

Expenses

Wages and Benefits	\$473,281
Building and Occupancy	\$135,923
Program Expenses	\$47,843
Administrative and Support Services	\$28,447
Office material and Supplies	\$22,103
Staffing Expenses	\$5,979
Travel and Subsistence Expenses	\$1,094
Fundraising Expenses	\$1,092
Total	\$715,762
Net	\$48,344

With thanks and appreciation to our individual and in-kind donors and funders for your continued generosity and support!

Alberta Government



Government of Canada

Gouvernement du Canada



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.

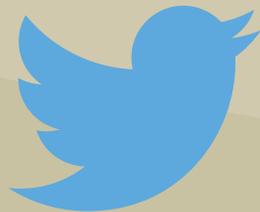


Give Today

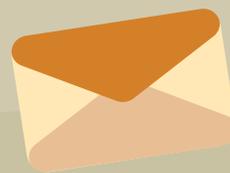


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Safe. Confidential. Supportive.



Today Family Violence Help Centre offers a safe, inclusive place for adults of all genders who have been victimized by family violence to access free, confidential, emotional and practical support.

Registered Charitable Business Number: 854912664 RR0001