



A STRONG
VOICE FOR
WOMEN
& Families

YWCA | EDMONTON

2018
ANNUAL REPORT

YWCA Edmonton provides education and services to thousands every year through leadership programs, counselling, outdoor education, and supporting persons with disabilities.

9,000

community members served

110

girls empowered by Youth Programming

8,300

children & adults experienced Camp Yowochas

173

individuals supported by Disability Services

3,500

counselling sessions offered to low-income women & families

\$11.7

million annual revenue

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.

2018 Board of Directors

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A strong voice for women and families

I can remember as a young mom, waiting with anticipation for my twin boys to start speaking. The ability to communicate is a milestone that propels us as humans. We use our words — our voice — for so many things: to convey ideas, thoughts, and strategies; to share a heartfelt message; to show empathy for another person; and to stand up for what is right.

Since starting at YWCA Edmonton in June 2018, I have seen this organization be a strong voice for women and families in a variety of ways.

Our Disability Services team members use their voices to ensure our clients and their families feel supported and have access to services and opportunities to grow and prosper.

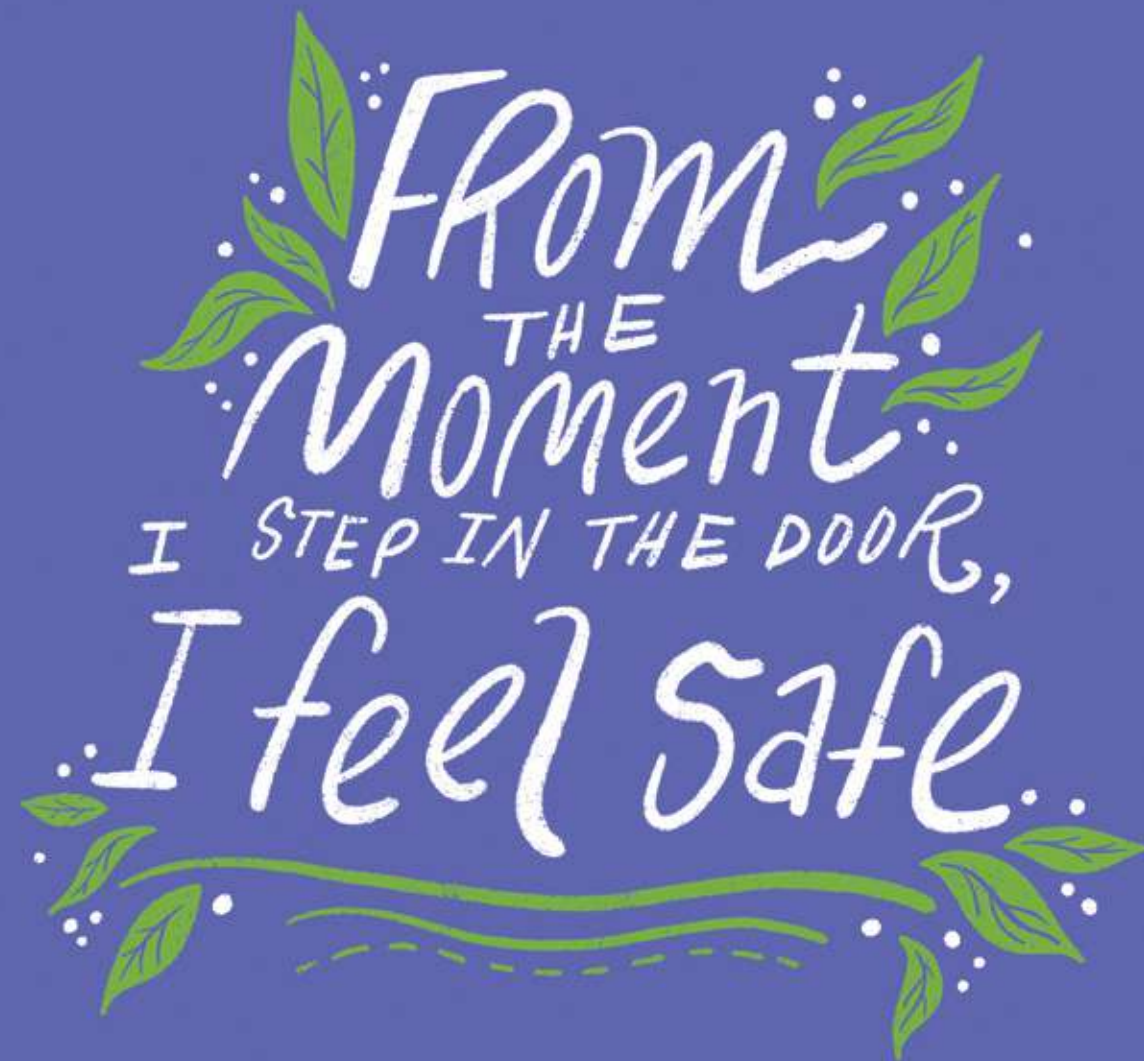
At Camp Yowochas, staff members use their voices to encourage children to take risks, to conquer their fears, and to try new things. They also use their voices to console a mom who is attending Lakeside Haven and just needs to share her fears of embarking on a new life, taking that step away from a relationship punctuated by violence.

Our counsellors use their voices to help bring out the best in their clients, to ask those hard questions and facilitate the conversation about next steps. Our GirlSpace® facilitators use their voices to encourage discussion among the young women in their group and to tackle difficult conversations, such as distorted body images and what a respectful relationship looks like.

The YWCA has shared its voice with many community partners, such as the City of Edmonton to talk about gender equity; the Government of Alberta to be a voice for what is needed for our sector to thrive; and other social profit organizations to talk about serving our clients most efficiently and effectively together.

Being a strong voice: it's what the YWCA stands for. I feel privileged and honoured that I have the opportunity to add my voice to this strong, dedicated group of board members and staff who are a part of this incredible organization.

Leslie Allen
Chief Executive Officer



SERVICE NUMBERS

A snapshot of our **366** clients:

92% Adult **8%** Youth

88% Female **10%** Male **2%** Transgender

Typical income range: **\$11-30K**

We offered:

3515 appointments

99% partially or fully-subsidized

Speaking up to transform trauma

Trauma flows from any life event perceived as too difficult to process. It can manifest emotionally as depression or anxiety, or physically as injury or illness.

Regardless, trauma plays a powerful role in our mental health, often silencing true information and narrating our reality with a negative or dysfunctional voice: *I'm not good enough. I'm a failure. This is too much for me. I can't stand it anymore.*

That's where we come in.

"It stops here," said **Marlen Walker**, a long-time Registered Psychologist with the YWCA.

The YWCA's Counselling Services are unique: clients can come as often as they need, for as long as they need, on an affordable sliding fee scale to ensure cost isn't a barrier.

While our services are broad and open to anyone, we are regarded as a centre of best practices on trauma-informed counselling. Our clients are typically women who are suffering

from trauma as a result of violence and in 2018, this trend not only continued — it increased.

Trauma and complex trauma joined the list of the top 10 most common issues among new clients, alongside family violence. New clients seeking support for experience with family violence also increased by 31% in 2018.

In response, we hired an additional psychologist in 2018 with the support of community funders, like the **Edmonton Community Foundation** and **Bell Let's Talk Community Fund**. The new psychologist can also supervise graduate students completing their practicums, resulting in an overall 60% increase in capacity, or an additional 240 people who need help reclaiming their voice.

"We empower them by taking away that underlying feeling of fear or inadequacy," said Marlen. "It takes a long time to heal a lifetime of trauma but here, there's no judgement, and there's no rush. We're here to hold space for them."

OUTCOMES

ADULTS	83%	80%	80%
	had a better understanding of the issues they face.	saw positive changes in their lives.	had a positive counselling experience.
CHILDREN & YOUTH	100%	100%	94%
	felt their counsellor listened and understood their problems and concerns.	built a trusting relationship with their counsellor.	felt accepted, supported, and safe.

A big speech, a big accomplishment

When **Cody Strass** was asked to give a speech at a retirement party for his friend and outgoing CEO, he had to admit: he was a little worried.

Standing in front of a large group of people, delivering a speech about such a senior, respected colleague — that’s a big task.

For Cody, though, it was a goal — one he set and accomplished with his signature character and good humour.

“At first, I was nervous, but I got through it,” said Cody. “It was really good.”

Cody has Down Syndrome and a mild speech impediment. He lives full-time with his mother and has been with the YWCA’s Disability Services for 15 years, receiving host and hourly respite support that allows him to maintain a busy lifestyle.

Thanks to placement support from Inclusion Alberta, he’s worked at a local financial institution for five years as a Workplace

Assistant, delivering mail, cleaning tables, and directly supporting the CEO.

Outside of work, Cody loves to stay active — both physically and socially. He’s a competitor and award-winning sportsman with the Special Olympics and, as of 2018, a model! He walked the runway for the first time in a fashion show fundraiser for the Edmonton Down Syndrome Society.

“Cody is a wonderful example of a motivated and intelligent young man working to enhance his quality of life,” said **Doug Tokaryk**, Cody’s Service Coordinator. “We’re thrilled to watch him raise the bar in his own life year after year, both professionally and personally. Everyone is so proud of him.”

Moving forward, Cody has goals to maintain his employment, stay active, and keep improving his speech. He’s enjoyed many accomplishments, but his biggest one to date: “I’m in love with the girl of my dreams,” said Cody, who one day hopes to get married.



Submitted photo: Doug Tokaryk (left) and Cody Strass (right)

SERVICE NUMBERS

In 2018, we served:

105,011 hours

+

4,524 days

to

173 individuals

Of those 173 individuals:

151 adults **22** children

95 in support homes

78 received respite in their own home

OUR SERVICES



Support Homes

Full-time support provided outside the family home.



Hourly Respite

Hourly support in the family home or a support home.



Host Respite

Part-time support outside of the family home or support home for 24-hour periods.



Family Behavioural Consultation

Assessment and support for parents of children with disabilities who have behaviour concerns.



It ENCOURAGES ME TO BE A better person.

OUTCOMES

After attending GirlSpace®, girls were:

- 91% more likely to talk to family/ caregivers about how they feel.
- 49% more willing to speak up for their ideas.
- 19% more aware of where to go in the community to get help.
- 18% more prepared to solve problems as a team.
- 16% more mindful of their own strengths.

Photo by: JRush Photography

The power of one girl's voice

Her story began with, "I was raped last year." Megan* was 14 at the time.

When she told her boyfriend, he blamed her for the assault and spread a rumour that she was "easy." When she told her parents, they didn't know what to do because the perpetrator was well known to the family.

Megan didn't want anyone to know the details of what had happened. She wanted to "forget about it" and even said that she was "over it." But, her words didn't quite match what was reflected in her dejected posture and averted eyes.

So, in that moment, her GirlSpace® mentors and peers validated her fears and acknowledged her courage to speak up. "We believe you," they said.

The YWCA's GirlSpace® is a youth program open to anyone who identifies as a girl between the ages of 11-17. Participants gather weekly to learn about research-based topics specific to girls and young women, from self-esteem to healthy relationships.

The goal: empower girls to lead healthy, safe lives.

Megan's GirlSpace® mentors responded quickly to her critical disclosure, putting the YWCA's sexual abuse protocol into action. YWCA staff connected her with a psychologist from our Counselling Services and engaged other community resources to provide wrap-around support for her family.

Her courageous act eventually led to multiple criminal convictions, jail time, and a spot on the sexual offender's registry for her perpetrator. It also prompted an investigation that identified several other young girls who had been sexually assaulted by the same man.

Today, Megan continues to receive support through the YWCA's Counselling Services. Her healing has been slow — painful — but possible. "Don't hide it; fight for your justice," said Megan, as a message to other girls about her experience. "You matter. Your story matters."

**Real name has been changed for privacy and protection.*

SERVICE NUMBERS

- 106 GirlSpace® participants
- 4 Girls Drop-In Counselling participants

SERVICE NUMBERS

8,296
total visitors in 2018

1,608 summer campers
106 school groups
26 youth groups
5 other groups

By accessing our Campership Fund, 47 children from low-income families were able to attend Summer Camp.

Creating an environment for voices to grow

Camp Yowochas is situated on 50 acres of beautiful aspen parkland forest. With unparalleled access to water, undisturbed forest, flora, fauna, and wetlands, our environment is our most powerful teaching tool as a summer camp and outdoor education centre.

“Much of our teaching comes in the form of facilitation,” explained **Natalie Armbruster** (a.k.a. “Hawk”), one of the Assistant Directors at Camp Yowochas. “Canoeing, for example, isn’t just going out and splashing in the lake for half an hour. Canoeing takes team work; the person in front is providing power while the person in the back is steering. We use this experience to teach children how to use their voices to communicate respectfully with one another, and how to think positively when faced with new or challenging situations.”

Our counsellors work closely with campers, providing practical advice and structured education around all the skills needed to lead the next generation.

“It’s about helping them find a strong voice, so they can lead effectively,” she said.

Activities teach campers problem-solving, how to support one another as they achieve goals, and how to respect one another while acknowledging differences — valuable lessons they will carry with them throughout their lives.

As they learn, campers are encouraged to test and honour their limits. The goal is to empower them to develop and use their voice, so they can practice respect for themselves, others, and the environment.

“We believe you need to be uncomfortable sometimes, in order to grow,” said Natalie. “But once you really know yourself, you’ll be able to use your voice and speak up.”



Submitted photo



OUTCOMES

In a recent survey of our summer campers:

- 84% pushed themselves to try something new.
- 93% made new friends.
- 86% learned new skills.
- 83% learned the importance of respecting self, others, and the environment.
- 83% learned how to work as a team.

Reclaiming an unspoken bond

Nora* was shocked the first time it happened. Her husband hit her in the middle of an argument and gave her a black eye. He apologized and promised it would never happen again.

But, it did — too many times to count. Eventually, the abuse stretched into years. Fear, shame, and exhaustion became normal.

After a particularly explosive episode, Nora knew enough was enough. She took her son and left their home behind, along with the years of physical, verbal, and emotional abuse. They sought refuge at a shelter and began their long path to recovery.

It wasn't easy, especially for her son. Nora watched as he struggled to process the years of abuse and adjust to their new reality.

To help, her counsellor recommended they attend Lakeside Haven, a healing retreat at Camp Yowochas for women and children who have experienced family violence and are

currently living at Wings of Providence shelter. The retreat offers families a safe, nurturing space free from the threat of violence to explore fun camp activities, rebuild relationships, relax, and heal.

Here, in this magical place, they were given the rarest of opportunities: the chance to rebuild the special bond between a mother and her child. As her son navigated the low-ropes course, he knew with each step that he could count on his mom to protect him from falling. Nora knew that her son could conquer the course — or any challenge, for that matter — and succeed. Together, they were strong. **Resilient.**

In many ways, Lakeside Haven saved their family. They were able to find their way back to each other that weekend and, in Nora's own words, "find out what's on the other side of fear."

**Nora's story is a composite of real accounts to ensure the privacy and protection of our Lakeside Haven participants.*

SERVICE NUMBERS

2 Lakeside Haven weekend retreats

28 mothers **57** children

IT HELPED US
TO BE NEAR AND
COMMUNICATE
MORE, LAUGH,
AND SHARE LOVE
IT HELPED ME FIND
OUT WHAT'S ON THE
OTHER SIDE OF
FEAR.

United Nations Commission on the Status of Women: The voice of rural women

*In March 2018, **Andi Sweet**, YWCA Edmonton's Counselling Services Coordinator, attended the United Nations Commission on the Status of Women representing YWCA Canada. The theme of the 2018 Commission was "Rural Women."*

This is what Andi learned about the experiences of rural women today and what role we can play to ensure their voices — all voices — are heard.

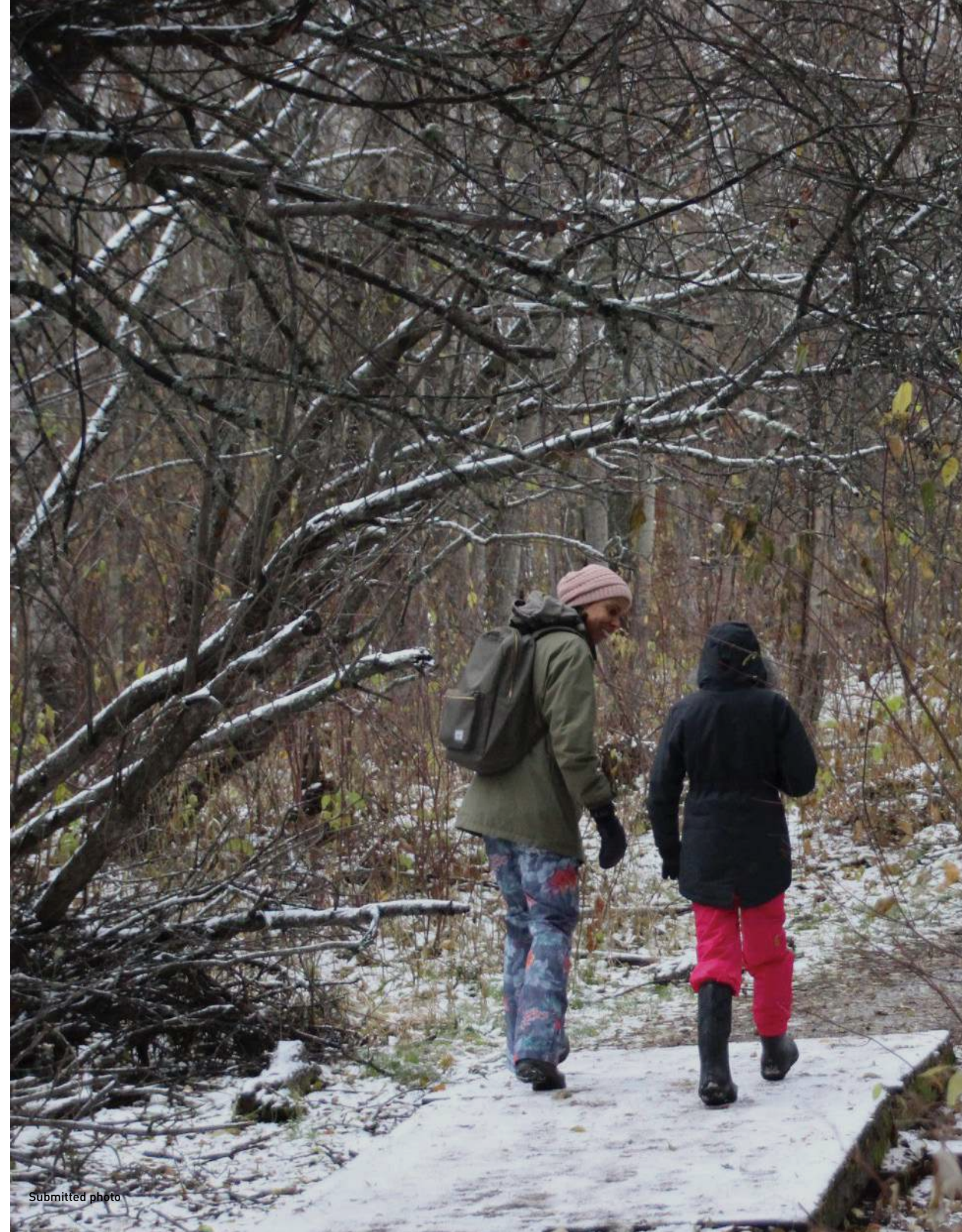
"Given both the work we do here in Edmonton and my own history of growing up in rural Alberta, the UN Commission's focus on the global experiences of rural women hit home. Every panel I attended discussed the same topic, regardless of the focal country: the critical need to ensure that rural women are being engaged and their voices are front-and-centre as we look to address their issues.

The Commission's Draft of Agreed Conclusions focused on giving rural women better access to transportation, healthcare, and proper

education, while acknowledging the struggle of women who face multiple marginalizations.

These are issues that YWCA Edmonton addresses every day with our Counselling Services. For example: we have the capacity to offer services to rural women — as long as they can make the commute. Our urban location and the lack of public transit servicing small towns can be a barrier. One solution we are exploring is web-based counselling. This may solve some issues of location and transportation, though more is needed to reach the women most in need where telecommunication services are sparse or unaffordable.

As we continue to cater our services in Edmonton to the evolving needs of our community, so will we continue to work with local, provincial, and federal policy makers to ensure we recognize and respond to the voice and needs of rural women."



Submitted photo

YWCA WALK A MILE IN HER SHOES®

A record number of people stepped up at YWCA WALK A MILE IN HER SHOES® in 2018, raising a record amount of critical funding to support the families we serve at YWCA Edmonton.

More than 470 people strapped on a pair of high heels (and other fun footwear!) on September 12th and tottered down Jasper Avenue and 104 Street for a few uncomfortable minutes, so women and families affected by violence could find lasting comfort. Together, we surpassed our fundraising goal of \$220,000 for a final total of \$237,000 raised for YWCA Edmonton.

\$237,000 Raised

Presented By:
Shoppers Drug Mart

Sponsored By:
*ATS Traffic, SNS Technologists,
TD Bank Group, Yardstick*

Supported By:
*Avonlea Photography, Cask & Barrel,
Fat Frank's, Munch, Production World,
River City Events, Villa Bistro*

Rose Campaign

On December 6th, to commemorate Canada's National Day of Remembrance and Action on Violence Against Women, 195 people united against violence at the Fairmont Hotel Macdonald for the Rose Campaign Breakfast. Guests heard from staff speakers sharing real client stories of courage, hope, and resilience, inspired by the same names of three new rooms added to our Counselling Services space in 2018. Together, we raised a record \$86,000 for YWCA Edmonton to ensure we can continue offering affordable, effective support to those who need us most.

\$86,000 Raised

Supported By:
Fairmont Hotel Macdonald, Zocalo



Photo by: Avonlea Photography

YWCA EDMONTON
WALK A MILE IN HER SHOES®

TOP CORPORATE TEAM
Shoppers Drug Mart

TOP 10 TEAMS

- Finning (Canada)
- AHS Pharmacy Proton Pump Peeps
- Yardstick 2018
- Westcorp
- Up to the Challenge
- YWCA Y's Guys
- ATCO's No Slips, Trips or Falls
- Shoppers Drug Mart 368
- ATB Financial – The Seven Eight OH
- Postmedia

TOP 10 INDIVIDUALS

- Jonathan Milroy
- John Lilley
- John Caputo
- Richard Wan
- Sandra Bokovay
- Al Madge
- Marty van Sloun
- Rick Valdemarca
- Peter Macek
- Randy Heaps

Our donors help us lead, support, and advocate for women, girls, and families when and where they need us. With deep gratitude, thank you to the following individuals and organizations for giving the gift of health, hope, and healing to the thousands we serve each year.

Champion

\$50,000 - \$99,999
Edmonton Community Foundation
Eldon & Anne Foote Fund *

Trailblazer

\$20,000 - \$49,999
Bell Let's Talk Community Fund
Butler Family Foundation
Canadian Western Bank
Edmonton Civic Employees Charitable Assistance Fund
RBC Foundation
REACH Edmonton Council
Shoppers Drug Mart

Advocate

\$10,000 - \$19,999
Edmonton Oilers Community Foundation
Shirley & Gordon Gifford Family Fund *
Mark & Sandy Gunderson
Joyce Family Foundation
Shaw Birdies For Kids
Presented by AltaLink
TELUS

Leader

\$5,000 - \$9,999
Alberta Association of YWCA's
Brookfield Residential
Finning Canada
Hillberg & Berk
Ledcor Group & Employees
McCoy Family Foundation
Parkland County
Production World
Soroptimist International Club of Edmonton
Union 52 Benevolent Society
Grainne & Marty Van Sloun
Yardstick Software

Friend

\$1000 - \$4,999
AIA Canada - High Fives For Kids Foundation
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ATCO Electric
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Ralph Young
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Angel Zarowny
Mike Zasadny
Zocalo

* Fund held at Edmonton Community Foundation

Every effort is made to ensure the accuracy of our lists. If your name is misspelled, incorrectly listed, or omitted, please contact us at 780-970-6509 so we can correct our records.

Charitable Registration Number: 10822 7935 RR0001

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

Report of the Independent Auditor on the Summary Financial Statements

To the Members of YWCA Edmonton:

Opinion

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2018, and the summary statement of operations for the year then ended, and related note, are derived from the audited financial statements of YWCA Edmonton (the "Association") for the year ended December 31, 2018.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, on the basis described in the Note to the summary financial statements.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon. The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated March 27, 2019.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements on the basis described in the Note to the summary financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards (CAS) 810, Engagements to Report on Summary Financial Statements.

Edmonton, Alberta

March 27, 2019

MNP LLP
Chartered Professional Accountants

MNP

YWCA Edmonton Financial Highlights

As of December 31, 2018

	2018 \$	2017 \$
ASSETS		
Current Assets	1,928,376	2,218,617
Capital Assets	712,883	788,712
	2,641,259	3,007,329
LIABILITIES		
Current Liabilities	338,294	455,776
Grant Funding Repayable	681,666	399,153
Deferred Revenue	202,268	419,052
Unamortized Deferred Capital Asset Contributions	408,596	438,834
	1,630,824	1,712,815
NET ASSETS	1,010,435	1,294,514
	2,641,259	3,007,329
REVENUES		
Fees for Services	9,024,879	9,623,418
Government Contracts	1,399,397	1,315,318
Donations and Fundraising	505,537	442,145
Counselling Centre	412,360	419,290
Other government and foundation grants	365,318	336,376
Casino	12,342	90,687
Other Revenue	3,074	35,765
	11,722,907	12,262,999
EXPENSES		
Purchased Services	5,015,503	5,348,112
Salaries, Wages and Employee Benefits	4,894,102	5,117,333
General and Administrative Expenses	1,535,197	1,518,209
Counselling Centre	411,770	361,119
	11,856,572	12,344,773
Excess (deficiency) of revenue over expenses before other income	(133,665)	(81,774)
OTHER EXPENSES	(150,414)	(71,953)
Net deficiency of revenue over expenses for the year	(284,079)	(153,727)

The full YWCA Edmonton 2018 audited financial statements are available on our website: ywcaofedmonton.org

Our top priorities for 2018 were to continue to grow awareness of YWCA Edmonton to help increase revenues generated from fundraising and reduce our deficit from operations. Although we did not achieve it in 2018, our goal is to achieve a balanced budget as soon as possible through the continued execution of our fundraising strategy, combined with careful spending across all programs.

Our revenue decreased by 4% in 2018. The majority of the decrease derived from a reduction in revenue from fees for service, however, this decrease in revenue also resulted in a decrease in related expenses. Donation and fundraising revenue was up 14% compared with 2017, and grant revenue was up 9% compared with a year earlier. In a difficult economy, our increased revenue from fundraising and grant revenue is notable. General and administrative costs were comparable with a year earlier.

A small increase was primarily incurred in fundraising wages and benefits, as we continue to invest in our fundraising strategy, and program supplies (food) at Camp Yowochas due to increased enrolment. These increases were mostly offset by a decrease in repairs and maintenance of 76% compared with a year earlier. In 2017, we made extensive improvements at Yowochas that were not replicated in 2018.

We purchased \$60,000 in capital assets in 2018, using \$29,500 in designated capital grants to do so. The majority of the capital asset purchases were related to the additional offices constructed for Counselling Services, plus furniture and computers for those offices. Other capital asset purchases included new laptops for Disability Services Coordinators, who often work remotely. Disposal of capital assets included Yowochas sailboats and a tractor, both fully amortized.

Our loss from operations in 2018 was \$133,700, and the loss was covered by our cash reserves. Amortization of capital assets was \$135,800 and has no impact on cash. Factoring in amortization and an investment income loss, our overall results for 2018 were a deficit of \$284,000. Net assets of \$1.01 million decreased by 22% from 2017; this is not a trend we would like to continue. We will continue to strive towards achieving a balanced budget from operations.

We are grateful for our donors, supporters, sponsors, and volunteers. You are the reason YWCA Edmonton can provide services to women, girls, and families when and where they need us.

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



A **woman** finds hope and healing after fleeing domestic violence.

A **girl** learns to love herself for more than what she sees in the mirror.

A **boy** returns home from camp with lasting lessons of independence, friendship, and the great outdoors.

A **family** applauds their son with autism on his first day of work.

These are real stories made possible every day when you support YWCA Edmonton. Help us write the next chapter and create a better future for women, girls, and families at ywcaofedmonton.org.

YWCA Edmonton

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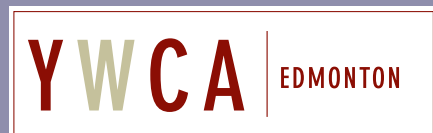
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 YWCA Edmonton



YWCA Edmonton is a safe space that welcomes and supports all members of the LGBTQS+ community.



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