



ANNUAL REPORT 2022

**When a child is born,
a parent is born also.**



OUR VISION MISSION VALUES

Our vision is a connected community in which children and families are nurtured and supported to be happy, healthy and resilient.

Our mission is to empower families so that caregivers and children build resilience and thrive.

We value:
respect * self-awareness * resilience * collaboration *
playfulness

Our 2022 programs were made possible with generous support from the following funders:



of Calgary and Area

BUILDING STRONGER COMMUNITIES



Alberta
Family
Resource
Networks



Public Health
Agency of Canada

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FAMILIES MATTER BOARD OF DIRECTORS 2022



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MESSAGE FROM BOARD CHAIR - CHAD JOHNSON

Celebrating 20 Years of Families Matter
and Our People!

At Families Matter, we are passionate about nurturing families. We have been helping children and their caregivers to thrive in Calgary for the past 20 years. Throughout these years our diverse programs and welcoming centers have fostered safe places to build resilient families.

This significant milestone could not have been achieved without our passionate and dedicated board members working behind the scenes and our staff who help families thrive.

We have been through some challenging years with Covid, as well as some exciting developments as our organization has grown. Our team's respectful approaches and diverse perspectives have all worked together to support the development of happy, healthy and thriving families.

Families Matter will continue to further develop our programs that support children and create confident caregivers.

We thank all the funders, donors, staff, and volunteers who have helped us make this organization the powerful success that it is.

We look forward to the next 20 years!



FAMILY RESOURCE NETWORK

Families Matter NE and SE Family Resource Network Hubs continue to work and expand our collaborations with our community partners to share resources, overcome obstacles, creatively respond to needs, and help families thrive in the communities we serve.



In 2022 we fully reopened our Family Learning and Play Centre, with parent and child drop in and classes, and parent education offerings returning to in-person. Our spaces were opened up for meetings, family counselling sessions, and staff trainings and events with our Family Resource Network partners: Kindred, Hull Services, Big Brothers Big Sisters, Carya, and Immigrant Services Calgary.



We continue to collaborate across the larger Family Resource Network as well, working with: Calgary Immigrant Women's Association, The Children's Cottage, Trellis, Miskanawah (Tawaw), and the YWCA Calgary.



Working together, Family Resource Networks are supporting the needs of families provincially.



OUR DONORS - FRIENDS WHO MAKE IT HAPPEN

Alice Welty
Alanna Geddes
Allison Peters
Alyson Jenkins
Amy Dryer
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Tanya Causgrove
Victoria White and family
Wagemaker Foundation
Yuan Xu
Benevity
Canada Helps
NE Adopt a Family
Women In Capital Markets



Thanks to our Mother's and Father's Day Raffle Donors

NOtaBLE Restaurant
RNR Wellness - Elisabeth Fayt
Stacey Walyuchow
Joanie Clary
Yoga Santosha
Redox Wellness
Catherine Nelson-Reid
Janice MacPherson
Stonehouse Publishing

The Nash Restaurant
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Deville Coffee
Master Chocolate
Margaret Churcher
McLeod Family Law
Wendy Williamson
Kensington Wine Market

Amy Dryer
Canary Goods
Dairy Lane
The Shanti Project
Razors Edge
Big Man Landscaping
Sunnyside Market
Annie Sorbie
Massage Heights

COLLABORATIVE PARTNERS

Alberta Health Services - Best Beginnings
Alberta Home Visitation Network
ALIGN Association of Community Services
Avison Young
Bow Valley College
Calgary Board of Education
Calgary Child and Family Services
Calgary Correctional Centre
Calgary Food Bank
Canadian Mental Health Association
Calgary Immigrant Women's Association
Carya
Catholic School Board
Centre for Sexuality



The Children's Cottage
Foothills Creative Beginnings
Fresh Start Addictions Recovery
Healthy Babies Network
Hull Services
Immigrant Services Calgary
Kids Up Front
Kindred
MacLeod Family Law
Mount Royal University
NSTEP
SE Community Resource Centre
University of Calgary
Women's Mental Health Clinic

We thank these great people for supporting our programs

- Michael Nobel, owner, the Nash Restaurant, for supplying meals for our families and graduates in our Fathering programs and supporting both our Mother's Day, and Father's Day raffles.
- BFamily Foundation for their belief in, and support of, the Fathering for the Future Program.
- Elevated HR - for designating us the recipient of funds raised through their Disrupt HR event 2022.
- Women in Capital Markets - for designating us as recipients of funds raised through their casino.
- The Frasnian Foundation for their support of our Perinatal Mental Health Program.
- David West of West Legal for legal advice and support.
- Families, friends and supporters of the Mitchell Purdy "Be a Great Young Dad" fund.
- Mark Petros, owner, Nick's Pizza for making us the recipient of their December campaign.
- Victoria White (and friends) for hundreds of diapers and supports for our parents.
- Sonya J Photography and Brendan Harris Photography for helping capture the moments with families for use in Annual Report and on website.
- Catherine Nelson-Reid, creator of The Shanti Project, for her organization of Xmas giving and care for the parents in the Successful Young Parents program.



HELP IS JUST A CALL AWAY

Our Intake and reception lines received 1560 calls, and, working with the home visitors, provided 825 referrals to both internal and external services and resources.

FAMILY RESILIENCE PROGRAM

Together we help build the knowledge and skills required to support parents and their children's healthy development, enhance their parenting skills, strengthen the resilience needed to cope with adversity, overcome challenges, and ultimately thrive as a family.

In 2022, 151 struggling families got back on their feet with the help of their home visitor.

Total Home visits to families: 917

To support our families we gave out in resources:

- 393 gift cards for basic needs
- 74 baby essential packages
- 102 bus tickets

SUCCESSFUL YOUNG PARENTS

Parents, age 16 to 22, come together to receive parenting guidance, services, and resources specifically tailored to a young parent needs. Activities and parenting education have been purposefully woven together to encourage social interaction, improve family relationships, and promote healthy early childhood development. Families build confidence, increase their parenting competence and resiliency, and expand their natural social supports.

In 2022, 65 young parent led families received 444 home visitation visits as well as benefited from specialized classes to strengthen their parenting skills.

"I loved everything about this place. My worker, the drop ins, the classes. I feel so supported in learning how to be a mom. It's hard, but it's not so scary anymore."

Participant, Pretty Powerful



OUR FAMILY LEARNING AND PLAY CENTRES

- 71 families participated in parent and child classes and groups offered on-line, reducing social isolation while engaging children in activities to promote their development.
- 768 Developmental Screenings were completed with families. Children identified with areas of delay were connected with supports and resources.
- 306 families participated in parent/child drop in programming
- 26 families participated in our LENA early literacy and communication program for toddlers. LENA promotes verbal development by encouraging parents to engage more often with their young children through talking and reading.



WHAT PARENTS ARE LEARNING

Every child should receive the support and experiences needed to develop to their full potential. We nurture this through our beautiful and welcoming Family Centres where parents and children come to learn and play together, and where our knowledgeable staff members answer questions and provide guidance around parenting, child development and family wellbeing.

"Lena is a great program and I am so glad that I signed up! It was eye opening to see how impactful focused interaction and conversing with our children is. I was able to see quantifiable results and that was encouraging".

Mom - Lena Program - Horizon Centre



"Your centres are so beautiful and welcoming and my children never want to leave. I love all the staff who answer my questions and make our visits joyful. The fact that your classes and drop in are free, allow me to attend, otherwise I would not be able to, and being at home with children can be very lonely sometimes.

Thank you so much from all of us."

Mom - Family Drop In - Horizon Centre

FATHERING FOR THE FUTURE

The Fathering for the Future program received an amazing boost this year with three year funding from the BFamily Foundation. This has allowed us to add and train new team members to our Caring Dads, extend our reach of Be a Great Dad, and offer Papa Bears as a continual class, alternating at Families Matter sites. Research continually shows that affectionate and supportive fathers greatly affect a child's positive cognitive and social development. We are proud to have been serving programs specifically designed for fathers for 20 years now.

517 dads participated in our classes and services, learning how to provide healthier and safer home environments for their children.

Courses designed to support fathers

- Be a Great Dad
- Caring Dads
- Papa Bears
- Dad and the Law
- Circle of Security for Dads
- Terrific Toddlers for Dads
- PMH Education and Support



Barriers to participation are removed with the help of the [Mitchell Purdy, Be a Great Young Dad, fund](#). Monies donated to this fund assist us in offering meals to the participants, which make commitment to the classes easier, especially for working dads. We are proud of the legacy that the family and friends of Mitchell Purdy created in his name to honour his commitment to being a Great Dad!

In 2022, 28 fathers completed the 17-week Caring Dads program and 63 fathers received home visits to better support their parenting needs.

What the Fathers are Saying

*"My biggest learning was recognizing cues in the moment and communicating my feelings better. I learned how to be a better role model for when I get back with my family."
Participant - Be a Great Dad - from Calgary Corrections*

*"While it sounds basic, looking at things from my child's point of view was a huge shift for me and has helped us to connect better. The material you supplied was great and really easy to apply to my life."
Participant - Circle of Security for Dads*



FAMILY LIFE EDUCATION

Our parenting programs are delivered throughout the city and in partnership with agencies that serve vulnerable parents. Our courses are designed to help parents build positive parenting skills by enhancing their communication skills, personal and interpersonal skills, decision-making and problem-solving, critical thinking, reflection, self-awareness, and capacity for resilience. We do this through choosing evidence based and/or informed curriculum. Our team of facilitators deliver, on average, 100 classes a month. We continued our online classes and expanded our in-person offerings in 2022.

CREATING LEARNING

- 1368 parents participated in 222 classes offered.
- 100% of parents surveyed reported that the class they attended increased their parenting confidence, allowing them to better understand and respond to their child's emotional and developmental needs.
- Over 40 classes were offered to parents experiencing significant barriers to learning. Our class design and facilitators were able to meet the learners complex needs in a more personalized and effective way thanks to the support of Calgary Learns.

WHAT THE PARENTS ARE SAYING

*"I received amazing support and resources from you all in the last year and I firmly believe that my life and marriage was saved thanks to the expertise of the parent educators at Families Matter."
Participant in Date Night at Midnapore*

*"Thank you for Circle of Security. My relationship with my toddler, tween and my husband has improved so much. I am not longer irritated by many behaviours now that I have learned the underlying need behind the behaviour. Thank you so much. P.S. My husband says thanks too!"
Participant in Circle of Security at Horizon Centre*



PERINATAL MENTAL HEALTH (PMH)

More than ever, mothers are showing signs of risk for postpartum depression and anxiety before their baby is born. We are here to provide the prenatal support that improves mental health outcomes for mothers at risk. Our program for pregnant moms continues to grow and help mothers as early as possible.

We have been a trusted resource for delivering quality guidance, learning and support to families experiencing postpartum depression and anxiety for over 25 years. Our services include prenatal support for moms and education/support for partners. Our perinatal program, including one-on-one services and support groups, continues to proactively address our growing wait lists. Early assessment and guidance is crucial in helping families to successfully reach stability and healing.

WHAT THE MOMS ARE SAYING

Early
support
means
healthier
and safer
outcomes
for
infants

"Having a place to go gave me a sense of community. It made me feel like the struggles I face as a new mom are not out of the ordinary and helped me normalize the postpartum mental health I was experiencing. Sharing experiences with other moms gave me concrete skills and tools and showed me how to implement them. Moms are so lucky to have this program to support our postpartum mental health journeys."

Participant - In-person PMH Support Group

"This was hands down the most important piece of my PMH recovery. I am so grateful for this service, the group members, and the facilitator. Also, having this group be virtual allowed me to participate due to my childcare needs and where I live in the city."

Participant - Virtual PMH Support Group

"Taking this class really opened up my eyes to how babies/children communicate, and how what you learn in this class can be used for years to come with your child. This changed the way I view and communicate with my child in a more positive way in the difficult moments and also helps me to enjoy all the amazing moments in seeing them grow!"

Participant in Circle of Security for PMH Moms



PMH SUPPORT FOR PARTNERS

Partners are essential to providing support for mom, baby, and siblings and they need support in re-establishing family wellness. We demystify mood disorders such as depression and anxiety, and provide tangible strategies for promoting recovery, by creating a space for partners to share their family's story, and address their own mental health needs.

100% of participants stated that they better understand their partner's experience of depression and anxiety, the nature of the illness, and ways to be more supportive.

"I was scared for my wife and for myself and I had no one to talk to who understood until this class.. We got better because of the facilitators."

Participant in PMH Supports for Partners



PMH PEER SUPPORT

Our PMH Peer Support, ensured that families living in rural communities, that were lacking in mental health supports, received guidance and encouragement from empathetic, trained peers who have lived the same experience.

"My peer provided me an outlet to grieve about my losses and knowing that the person on the other end of the phone truly understood what I was going through at that exact moment, helped me. It gives hope that we can get through it just as our peer has done so."

Participant Mom in Rural PMH Support Peer Program

2022 STORIES IN NUMBERS



90 moms received home visitation for a total of 803 home visits helping them cope with depression and anxiety around the birth of a child.



195 moms attended a PMH support group either in person at our centres or online.



9 previous clients in the PMH program served as PMH Peer Supporters after completing a rigorous training program.



61 moms were supported through our PMH prenatal program, providing early intervention and improved outcomes for infants.



113 moms in rural communities received peer support to help address PMH and isolation.



19 partners engaged in a class to learn how to better support their partner with PMH, their family, and their own needs.



352 moms were screened for PPD using the Edinburgh Scale.



We experienced a 60% increase in calls for service in 2022.

PROFESSIONAL DEVELOPMENT

GroupWise: The Art and Science of Facilitating Parent Groups, was designed and developed to teach and support the growth of parent educators. In 2022, 48 new facilitators were trained provincially.

The Gingerbread Way program supports confidence and skill level in promoting literacy and using storytelling with young audiences. 12 new Early Childhood storytellers were trained.

Parent Child Mother Goose Facilitator training - 13 new PCMG facilitators leading stories and songs city wide.



YOUTH TUTORING

This program gives supportive tutoring opportunities to youth from families experiencing financial barriers. We match young people aged 14-18, with volunteer tutors experienced in the subject area that they need help with.

*"I don't like school at all, but I do like my tutor, so that makes it easier, and I am getting better grades in math".
Participant - Youth Tutoring - Midnapore*

FRONTRUNNERS YOUTH PROGRAM

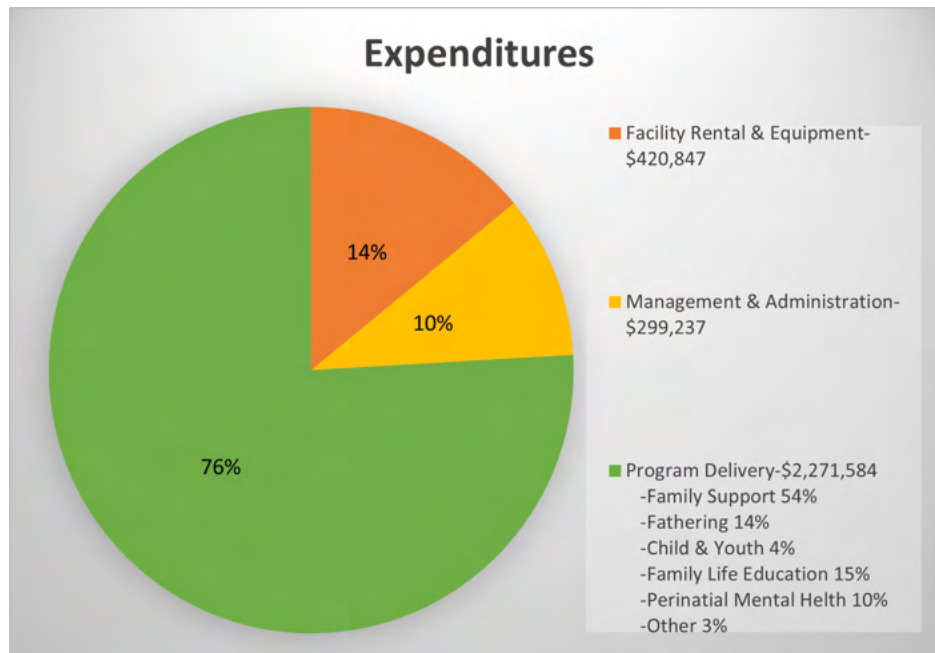
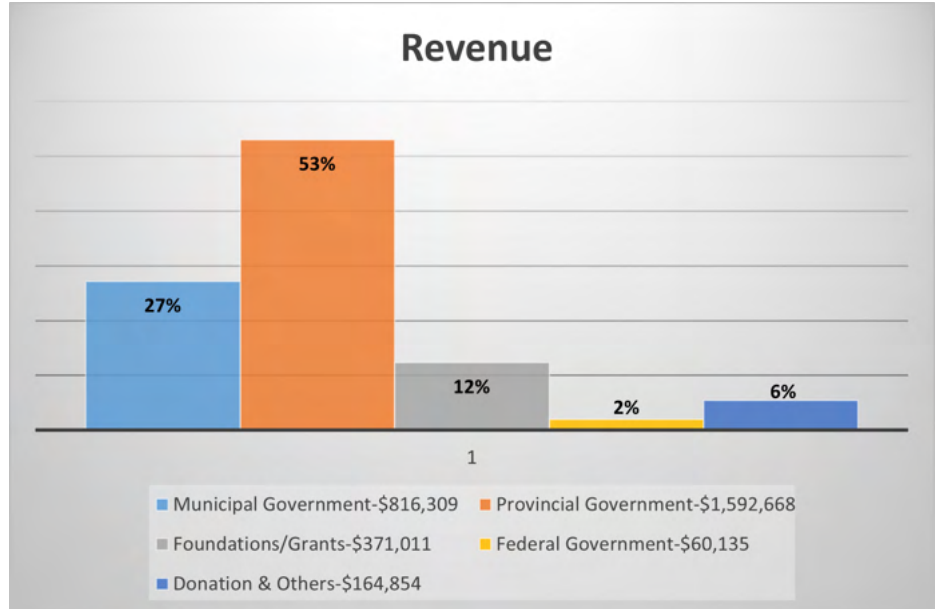
The impacts of mental health and social isolation on youth continue to be experienced. Now, more than ever, youth need programs like Frontrunners, that promote physical health, mental wellness, creativity, leadership, social skills, and relationship building. Our Frontrunners Team delivered these with innovation and creativity through programming delivered at our centres, online, and in the public school system.

*"I have a lot of fun with these guys and the leaders are funny. I have new friends in this group. Frontrunners is the best day of the week."
Participant - Frontrunners*

276 youth total took part in the 51 classes designed to offer creative experiences and opportunities for social connection.



FINANCIAL OVERVIEW 2022



HIGHLIGHTS

- \$42,500 private donor for Perinatal Mental Health
- Three year funding for our Fathering for the Future program from BFamily Foundation
- Recipient of Women in Financial Markets fundraiser
- Recipient of Elevated HR fundraiser

TAKING CARE OF OUR FAMILY

Staff wellbeing has always been a priority for us. We make every effort to ensure that individually, and as a team, our staff feel supported, confident, and safe in the delivery of services in the community.

Our annual staff wellness survey helps us prioritize our workplace wellness objectives for the coming year.

Highlights:

- Elevated HR continues to support staff and our leadership team in leadership learning activities.
- The Diversity, Equity, and Inclusion Committee, in partnership with The Centre for Sexuality, has embarked on a 2 year audit and series of workshops for staff, board and volunteers to build our policies, knowledge, and skill.
- Staff were included in trainings, workshops, conferences, and retreats throughout the year.
- Think Week - Every year we take part in four days of learning, conversation, challenges, and play. In 2022 we explored Indigenous Allyship with Miskanawah, leadership through work with Elevated HR, DEI awareness with conversational workshops, agency updates through program sharing activities, and then to celebrate, a raft down the Bow to celebrate our connection and commitment.



THANKS SOCIAL MEDIA FANS!

Our goal with our platforms is to connect with families, share class information and play opportunities, celebrate our successes, and maybe make the families laugh a little when parenting feels a bit lonely.

Total followers: 10,618

Profile/page visits: 9,720

Impressions: 449,534

Total posts created: 625

Total posts our followers shared: 1,803

Raising kids is like being constantly surrounded by a tiny sales team.

They're always trying to persuade you into doing or buying something. And they assume everything you say is just an opening offer.



VOLUNTEERS

Volunteers in 2022: filled Christmas bags for our families, participated in fundraising drives for diapers and basic needs, worked bingo, built furniture and tables, painted walls and gathered donations.

We are grateful to our volunteers for sharing their time and energy in helping us to achieve better outcomes for children and families.

Bingo: 750 hours

Board of Directors: 500+ hours:

Special Events: 125+ hours



Donations of hundreds of diapers from Victoria White family and friends and Shanti gifts for our Successful Young Moms

Message from Families Matter Interim Executive Director Lisa Barton



2022 saw over 1550 individuals receive support from Families Matter. When I reflect on the past year, the first word I think of is, Connection. We fully stepped back into our in-person work of supporting families in their homes, as well as inviting the families, staff, and community partners back into our spaces for education, play, and connection.

“There is energy that is created between people when they feel seen, heard and valued”.
Brene Brown

Families Matter created a lot of energy this year. We led with passion, building, and supporting a connected community and staff team to serve our families. I am so proud of my team, the community, and funders that all contribute to ensuring that we make our vision of a community in which children and families are nurtured and supported to be happy, healthy, and resilient.

I have been fortunate to have had many different opportunities to learn and grow with this agency on all of the teams. I have seen leadership shift and change while always maintaining the families we serve as the focal point of our agency, and I am honoured that the Board has asked me to lead the agency as we continue to grow and evolve. The last few years have not been easy, but this team has supported each other while they journey beside the families they care so much about.

I am optimistic and excited about 2023 and our plans to celebrate 20 years of service within this amazing community of Calgary. Thank you to all the families who reach out to us, to all the community members who support us, and to each of you who have a mission to empower families so that caregivers and children build resilience and thrive.

**BEHIND EVERY YOUNG
CHILD WHO BELIEVES
IN HIMSELF IS A
PARENT WHO
BELIEVED FIRST.**

-MATTHEWLJACOBSON.COM

Our Centres

Horizon Family Centre &
NE Family Resource Network
3405 25th St. N.E.
Calgary, AB, T1Y 6C1 Reception:
403.205.5178
Intake: 403.205.5194

Midnapore Family Centre &
SE Family Resource Network
#101 - 239 Midpark Way S.E.
Calgary, AB, T2X 1M2
Reception: 403.288.1446
Intake: 403.205.5180

Triwood Family Centre
4004 19th St. N.W.
Calgary, AB, T2L 2B6
Reception: 403.205.5178

familiesmatter.ca

