

# FCSS ANNUAL REPORT

2019/  
2020



2020

## FUNDING

Children and Youth	\$1,086,891
Adult	\$533,410
Families	\$173,073
Seniors	\$602,089
Aboriginal Community	\$193,727
Community Development	\$592,293
Program Support	\$416,895

2019/2020

## SOURCES OF FUNDING

<b>Total Funding</b>	<b>3,994,574<sup>1</sup></b>	<b>4,015,444<sup>2</sup></b>
Province of Alberta	3,195,659	3,212,355
City of Red Deer	584,786	580,182
Red Deer County	137,750	141,560
Town of Penhold	37,188	39,649
Town of Bowden	15,648	17,164
Village of Delburne	10,925	11,404
Village of Elnora	12,615	13,126

<sup>12</sup> These amounts include carry forwards from previous years

## PEOPLE SERVED

INTERNAL AND EXTERNALLY FUNDED PROJECTS

Municipality	Pooled	% of Total
City of Red Deer	16,100	40%
Red Deer County	8,977	22%
Town of Penhold	4,744	12%
Town of Bowden	3,232	8%
Village of Delburne	6,014	15%
Village of Elnora	1,333	3%
<b>Total (Reported)</b>	<b>40,400</b>	<b>100%</b>
<i>Other/Not reported</i>	7,802	

## DEMOGRAPHICS SERVED

	Pooled
Children and Youth	18,047
Adults	9,744
Seniors	5,802
Families	2,051
Indigenous	8,610
<b>Total</b>	<b>44,254</b>



See inside for how FCSS adapted programming during the COVID-19 pandemic.

# COVID

2020 was a devastating year for many. Across Canada there was an unprecedented drop in community activity, including volunteering, visiting neighbours, and attending community centres and events. This led to many negative impacts in 2020<sup>3</sup>:

- People reporting a good social life dropped from 55% to 33%
- 14% fewer people said their mental health was good
- Financial and family breakdown
- % of seniors that would rather see more people doubled from 18% to 36%
- 2/5 young men and women identified as desolate (the highest loneliness rating), with Alberta among the highest in Canada

It was also a difficult year for agencies trying to get the help to the community, with many programs that people rely on put on hold due to health restrictions.

The outcomes for 2020 must be viewed in the light of the pandemic. With many background social indicators worsening as a population, being able to maintain outcomes can be seen as success.

<sup>3</sup> Angus Reid 2020 <https://angusreid.org/isolation-and-loneliness-covid19/>

## Adapting to a New World

COVID health restrictions meant that the way FCSS was delivered in the past had to change. All community initiatives had to get creative to reach people in safe ways, especially at a time when so many were at risk. This led to many new ways of delivering services:

- **ONLINE**  
Online counselling, virtual meetings, and community initiatives like online art and cooking groups. Even cultural knowledge was shared online through traditional Indigenous teachers.
- **TECHNOLOGY SUPPORT**  
Service providers worked together with schools to get laptops to families that needed them, and recruited volunteers to teach families and seniors how to connect. FCSS also purchased 20 laptops that have been distributed in public centres to each of the District partners for free community use.
- **VOLUNTEERS**  
Volunteer recruitment dropped at first for many service organizations; however, when the call was put out, many new volunteers came forward and committed extra time to make up for the short fall: translating for newcomers, delivering meals for seniors, and many other critical roles to make up over 21,000 volunteer hours.
- **DELIVERIES**  
A frozen meal program delivered 1,531 meals to individuals and families. To fight boredom, isolation kits customized to the interests of children, youth, families, and seniors were sent to their homes.
- **OUTDOOR VISITS**



# Child & Youth Projects

## Pooled indicator

An average of 9,024 children and youth were served by externally funded projects each year between 2019 and 2020. Within these children and youth, 42% reported increased self-esteem while another 49% maintained their self-esteem through the pandemic.

## Projects funded

### Benalto Playschool

Benalto Playschool

### Central Alberta Refuge Effort

Immigrant Youth Program

### Chinooks Edge School Division

Family School Wellness Program

### Delburne Playschool Society

Delburne Playschool Program

### Elnora Playschool

Playschool

### Red Deer Public School District

Community Liaison Worker

### Spruce View Rural Child Care Society

Spruce View Playschool

### Town of Penhold

Penhold Youth Club

### Village of Elnora

Elnora Youth Centre

### Youth HQ

Big Brothers & Big Sisters of Red Deer & District

### Youth HQ

Boys & Girls Club of Red Deer & District

## Example of impact

*"The engagement in [the Playschool Facebook] group was incredible, and seeing the kids still interacting with each other through messages their parents would send, or little videos they would share - it was really, really inspiring. The parents had amazing feedback about that type of social interaction during a time of isolation, and we were excited to welcome many of those families back again this year."*

- Benalto Playschool

*"You don't have to be the prettiest or most popular to make a change. As a person who struggles with anxiety and depression, I think I can share an important message about being part of something without being the loudest voice."*

- Youth HQ/Boys and Girls Club



# FCSS Projects

Urban Market Garden

Downtown Community Development

Kids Curbside Connections

Community Resource Navigation

Youth Voice Strategy

Community Association Capacity Building

Pop Up Spray Park

Mural Festival



# Adult Projects

## Pooled indicator

An average of 4,872 adults were served by externally funded projects each year between 2019 and 2020. Across these participants, 86% of adults reported increased optimism (i.e. an improvement in feeling good about their future), and another 13% were able to maintain their reported optimism through the pandemic.

## Projects funded

### Red Deer Family Service Bureau

Family Counselling

### Shalom Counseling

Strengthening Emotional and Relational Wellness for Individuals and Families

### Vantage Community Services

Walk-in Clinic

## Example of impact

*"A married female in her 20's came to Shalom after learning about her husband's use of pornography. The client attended six sessions addressing the impact of the situation and a path forward which contributed to individual and relationship recovery. Counselling addressed assertiveness, boundaries, communication, empowerment, self-esteem, and trust. Shalom's subsidized fees enabled this woman to get counselling that she otherwise would not have been able to access."*

– Shalom Counselling – a young woman used subsidized fees to access and receive counselling regarding marital issues.



# Family Projects

## Pooled indicator

An average of 1,026 families were served by externally funded projects each year between 2019 and 2020. Across these families, 47% of families reported an improvement in positive family communication, and another 41% were able to maintain their reported positive family communication through the pandemic.

## Projects funded

### Red Deer Family Service Bureau

Infant Preschool Wellness Program

### Town of Penhold

Penhold Family Resource and Support Program

## Example of impact

*"With all the changes that COVID brought to 2020 our biggest success was adapting to how we reached our community. We found ways to connect the community to supports and resources and to each other...through isolation activity kits that we assembled for communities in Red Deer and District. We had several emails, phone calls and comments about how appreciative families were to have activities to do together and how much they enjoyed the kits. We were also able to adapt some of our other programming such as Daddy and Me Play Days to continue to encourage strong family relationships."*

– Penhold Family Resource and Support Program



# Seniors Projects

## Pooled indicator

An average of 5,802 seniors were served by externally funded projects each year between 2019 and 2020. Of these seniors, 27% reported an improvement in available social supports and another 68% were able to maintain their social supports through the pandemic.

## Projects funded

### Golden Circle Senior Resource Centre

Golden Circle Outreach

### Red Deer Family Service Bureau

Home Support Program

### Red Deer Meals on Wheels

Meals on Wheels Red Deer

## Example of impact

*"Men-gagement is an initiative of the Golden Circle Senior Resource Centre, for senior men who are often isolated. By organizing breakfasts, city tours, or drop-in coffee, they open up and share concerns around men's health issues. They gain new friendships, which reduces loneliness, depression and addictions, and are connected to professionals when needed."*

The impact of isolation in 2020 has caused many concerns around loneliness, depression, and addiction; this Word Cloud expresses what participants most missed.



# Indigenous Projects

## Pooled indicator

Across 2019 and 2020, externally funded projects served 5,070 self-identified Indigenous community members across the Indigenous funding stream and through projects in the general funding stream and 92% reported feeling a sense of belonging in the Indigenous community.

## Projects funded

### Urban Aboriginal Voices Society

Community Facilitator

### Red Deer Dance Troupe Society

Revitalizing the Circle

## Example of impact

94% of UAVS members have the same or more confidence participating in mainstream communities as an Indigenous person.

*"I have learnt some of the teachings of indigenous people and history and the need to develop trust as an outside health care agency. We are working on becoming more welcoming. Also, collaboration with other agencies at the table has increased"*

- Domain collaborative member

*"This summer in July the world was halting due to COVID-19. Many people faced challenges and a lot of gatherings stopped. The youth of our organization wanted to find a way to gather and thought of doing a mini Powwow with a Men's vs Women's fancy dance challenge. We had many champion dancers show up and it truly brought our community together."*

- Aboriginal Dance Troupe Society

# THANK YOU



**2019**

VOLUNTEERS

**1,769**

**VOLUNTEER  
HOURS**

HOURS

**48,481**

**2020**

VOLUNTEERS

**1,142**

HOURS

**21,129**

2019/2020

# FCSS BOARD MEMBERS

Mayor Robert Aellen, Village of Elnora  
Councillor Dana Depalme, Red Deer County  
Valdene Callin, Citizen Representative  
Councillor Jeff Bourne, Village of Delburne  
Councillor Michael Dawe, City of Red Deer  
Councillor Sandy Gamble, Town of Bowden  
Councillor Vesna Higham, City of Red Deer  
Councillor Philip Massier, Red Deer County  
Councillor Tyrone Muller, Town of Penhold  
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Colleen Bredo, Citizen Representative  
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Milt Williams, Citizen Representative  
Councillor Richard Lorenz, Red Deer County  
Councillor Christine Moore, Red Deer County

2019/20 Social Planning Staff – City of Red Deer  
2019/20 Regional Partners – FCSS Staff

