



One critical issue
One vision
One amazing year

Report to the Community
April 1, 2013–March 31, 2014



sheldon kennedy child advocacy centre

Our Vision

To create a community that responds collectively to child abuse, and empowers those who are impacted by child abuse to lead healthy and productive lives



A community comes together

When a young girl came to the Sheldon Kennedy Child Advocacy Centre for help just one day after the facility opened, the urgency of the issue of child abuse — and the responsibility we, as a community, share in addressing it — was driven home.

The Sheldon Kennedy Child Advocacy Centre officially celebrated its official launch on May 23, 2013. During this inaugural year, it has shown what's possible when professionals, corporate champions, community members and government join together to end child abuse. This pioneering collaboration is already setting a new standard, breaking down barriers and strengthening our partners' collective ability to provide hope, help and healing to children, youth and families — a family-centred approach that has the best interests of the child at its heart.

We have set our sights on becoming a Centre of Excellence specializing in leading practices, training, community awareness, education and research focused on child abuse. In 2013–14, the Centre, working with founding partners — Calgary Police Service, Calgary and Area Child and Family Services, Alberta Health Services, Alberta Justice Calgary Crown Prosecutors' Office — and joined recently by the RCMP and Alberta Education, took major strides to reach that goal.

Moving Forward: Strategic Directions 2013–2016 was developed and shared widely last fall. This roadmap for the future identifies our prime areas of focus: preventing abuse, supporting victims, championing best practices, respecting diversity and establishing a Centre of Excellence. Because delivering better outcomes for children, youth and families is imperative, we also began to develop an evaluation framework and key performance indicators to measure and assess our impact.

As members of the Board, we are honoured to lead an organization that brings together the talents and expertise of highly qualified, caring and compassionate people. We thank the many supporters who have made this year possible. And we are proud to share more highlights of the year's achievements on the following pages of this, our first Report to the Community.

John Dielwart, Co-Chair
Debra Mauro, Co-Chair
Trent Edwards
Brian Evans

Margaret Fullerton
Sheldon Kennedy
Tom Mauro
M. Ann McCaig

Wayne McNeil
Lucy Miller
Anita Poscente
Jon Reeves

Lloyd Robertson
Murray Stooke
Gary Strother
Bonnie Johnston, CEO

Reaching first-year milestones

Every child deserves to be raised in a family, community, province and country where he or she is safe from abuse. But the truth is that abuse happens. And the Sheldon Kennedy Child Advocacy Centre is doing something about it. Thanks to a wide community of support, the Centre's achievements in 2013–14 exceeded our expectations — but not our hopes.

The passion and commitment of international child advocate Sheldon Kennedy was recognized on April 11, 2013, when Prime Minister Stephen Harper visited the Centre to announce the official naming of the Sheldon Kennedy Child Advocacy Centre.

Raising awareness

More than 60 media stories, 1,600 tweets, scores of visits to our website and Facebook page and numerous facility tours put a face on the invisible trauma of child abuse, enabling people to learn about the Centre — and understand that it will take the involvement of all Canadians to end abuse.



Engaging youth

Final plans were completed in 2013–14 to kick off our second year with an exciting new initiative. The first-ever Youth and Community World Café will be held May 21, 2014, bringing together more than 150 youth, federal and provincial officials, corporate champions, stakeholders, our partners and media to share perspectives about abuse — and set the course for future youth engagement.





Breaking new practice ground

Providing the most comprehensive support — services that wrap around children and families — was at the heart of a new, standard-setting joint practice framework implemented in 2013, which enables partners to develop integrated case plans that will ensure the best outcomes. The new approach is being evaluated to measure and assess effectiveness, so we can continue to enhance quality. Further building on this framework, a common data-sharing system is also being developed.

Growing the partnership

In 2013–14, groundwork was laid for two new partners to become part of the Centre. The **RCMP** will come on site in April 2014 to enhance its ability to handle abuse cases within its jurisdiction. **Alberta Education** is slated to join the team in June 2014 to embed the issue of child abuse into the education system and increase teachers' awareness of the issue and how to address it.

Engaging Aboriginal communities

Discussions with Treaty 7 members opened new avenues of dialogue and sharing of Aboriginal perspectives. Increased understanding of communities' issues will enable us to develop strong working relationships that best meet the needs of children, youth and families.

Leading in practice and excellence

Discussions with federal ministers and MPs, provincial ministers and MLAs, Calgary's mayor, area reeves and others worked towards change. Of particular note:

- » on Feb. 28, 2014, The Hon. Peter MacKay, Minister of Justice and Attorney General of Canada, visited the Centre to highlight new legislation to better protect children impacted by sexual abuse
- » Sheldon Kennedy and The Hon. Rona Ambrose, Minister of Health, co-hosted a working meeting at the Centre on March 7, 2014, to increase collaboration among national stakeholders and to put the issue on the national public health agenda
- » a major province-wide Roundtable on Sexual Abuse on Oct. 7, 2013, brought together senior members of the Alberta government and provincial agencies to establish a focus for working together on the issue

Fuelling knowledge

Education and training was a touchstone in 2013–14. Capitalizing on partners' expertise and external experts enabled us to continue to grow our knowledge and skills, elevate practice, enhance performance and strengthen collaboration. Students in medicine, psychology, social work, nursing and other fields also learned through work-study opportunities at the Centre.

Supporting victims of abuse

In September 2013, work began with the University of Calgary Faculty of Social Work to develop a victim support program tailored to the Centre's unique needs. The program will be integrated into our partners' services and connect people — especially those from at-risk populations — with resources and caring, providing a single point of entry. Funds from the Alberta Justice and Solicitor General's Victims of Crime Fund will support a victim support coordinator.

Financial highlights, 2013–14

Statement of Financial Position

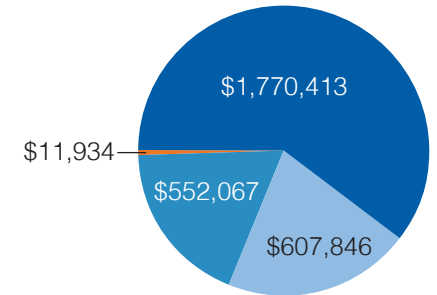
	March 31	
	2014	2013
	\$	\$
Assets		
Current		
Cash	286,415	545,727
Short-term investments	1,318,929	253,980
Accounts receivable	106,361	174,149
Prepaid expenses	47,547	8,407
	1,759,252	982,263
Property and equipment	3,006,304	2,940,636
	4,765,556	3,922,899
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities	65,455	292,592
Deferred contributions	92,931	0
	158,386	292,592
Net assets		
Invested in capital assets	3,006,304	2,940,636
Unrestricted net assets	1,600,866	689,671
	4,607,170	3,630,307
	4,765,556	3,922,899

Complete audited financial statements are available by contacting the Sheldon Kennedy Child Advocacy Centre.

Revenues

\$2,942,260

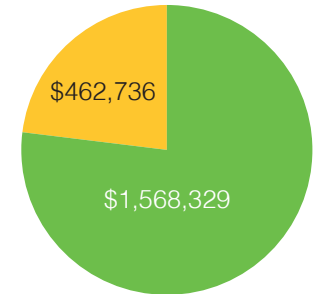
- Donations
- Partner contributions
- Grant revenue
- Other income



Expenditures

\$2,031,065

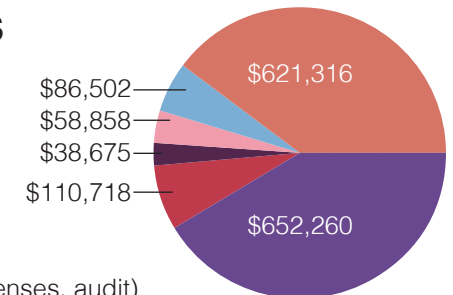
- Operating (excluding amortization)
- Capital



Operating Expenditures

\$1,568,329

- Salaries & benefits
- Occupancy costs
- Program development & evaluation
- Advertising & communications
- IT support
- Other (training/development, office expenses, audit)



Building on our first year

Bold plans were transformed into amazing achievements in the Sheldon Kennedy Child Advocacy Centre's first year. Going forward, and with the tremendous support of our community, stakeholders, government and partners, we will continue to raise the bar.

Next year, we will focus on essential pieces of work:

- » **strengthening the collaboration** among Centre partners and with external groups, further defining what it means to be a Centre of Excellence
- » **capitalizing on and building the collective strength of our partners** by continuing to build our distinct culture
- » **refining our practice framework** by continually assessing what we do and implementing what we learn
- » **increasing the awareness and discussion about child abuse** with more Canadians by expanding and increasing the interactivity of our website, and reaching out via social media
- » **engaging youth** to become leaders and champions who will bring their community into the conversation
- » **further engaging Aboriginal communities** to enhance support for Aboriginal children, youth and families
- » **offering more-comprehensive help to children, youth and families** impacted by sexual and physical abuse by implementing our new victim support program
- » **measuring our impact and effectiveness** by developing an evaluation framework
- » **beginning conversations with diverse communities** so we can better understand their needs, and work together

“After [you learn your child has been abused], there is a sense that you are freefalling. Your whole life is so affected. Coming into the Centre, it was like you guys caught us and helped us and carried us until we were able to stand on our own again — and see brighter days for our child and ourselves.”

From the words of a mother whose child was helped at the Sheldon Kennedy Child Advocacy Centre

“I am so proud of what has been accomplished in our first year. The victims of abuse and their families are being helped more quickly and more effectively because our partners, corporations, government and the community are setting a new standard for how child abuse is handled. Working together in this unique model of collaboration creates a powerful opportunity to make a difference in people’s lives, and I’m extremely excited about what lies ahead.”

Sheldon Kennedy

A community comes together to end abuse

This Sheldon Kennedy Child Advocacy Centre would not have come so far, so quickly, to address the critical issue of child abuse if not for the generous and courageous financial support of our community, corporate champions, government and partners. **Thank you.**



Special thanks to Safeway and KPMG for your invaluable and ongoing support

Funds committed January 2012–March 31, 2014, inclusive



sheldonkennedycac.ca
403.428.5400

400, 3820 – 24 Avenue NW

Calgary, AB T3B 2X9



facebook.com/CGYCAC



@yycCAC