



# Hope, help and healing

Community Report  
2015–16

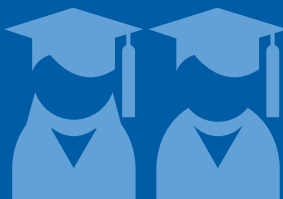


sheldon kennedy child advocacy centre



**1 in 3**  
**Canadians**  
 report experiencing  
 some kind of abuse  
 as a child

Victims of abuse are  
**4x more likely**  
 to report self-harm or  
 suicidal thoughts



Children who have  
 been abused are  
**30% less likely**  
 to graduate from  
 high school



**72% of people**  
 in detox programs  
 have histories of  
 child abuse

Victims of child abuse are  
**26x more likely**  
 to experience homelessness  
 in the future



Child abuse costs  
 an estimated  
**\$2.4 billion**  
 in Alberta  
**\$21.5 billion**  
 in Canada  
 every year



## Changing lives one child at a time

Since opening its doors three years ago, the Sheldon Kennedy Child Advocacy Centre has literally changed the course of people's lives.

The power of the Centre is unleashed through integrated services — the right support at the right time — that reduce the long-term impact of trauma and enable children, youth and families to recover to lead healthy, productive lives.

What began with the courage and commitment of Sheldon Kennedy, and community-wide recognition that addressing child abuse was a shared responsibility, has rapidly become a groundbreaking model of integration and collaboration. The Centre, in partnership with the Calgary Police Service, Calgary Region Child and Family Services, Alberta Health Services, Alberta Justice Crown Prosecutors' Office, the RCMP, Alberta Education, University of Calgary and Treaty 7, is setting a new and groundbreaking standard for responding to child abuse — and, most importantly, changing lives one child at a time.

The 1,548 infants, children and youth helped by the Centre in 2015–16 alone — and the 4,455 who have received services since the Centre opened — received compassionate support from more than 105 frontline professionals who wrap services around children, youth and families.

By delving deeper to learn more about the impact of child abuse, the Centre partners are transforming a critical issue into action — and achieving more together than any could on their own.



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## ■ Advancing practice and knowledge

In 2015–16, the prime goal of the Centre — to provide better outcomes for children, youth and families impacted by abuse — was affirmed with the re-signing of a five-year Memorandum of Understanding among the partners.

The Centre partnered with the Palix Foundation and the Alliance for Strong Families and Communities (one of five agencies in Alberta and 10 in the U.S.) to develop a two-year Brain Science Cohort Initiative to enhance practical knowledge about effectively integrating research related to trauma and brain development into training and practice across disciplines.

## ■ Refining a provincial model of integrated practice

The tremendous impact of the Centre's ever-strengthening approach is proven daily. It is a transformative initiative to develop a collaborative practice model to be implemented across Alberta. This new model will fundamentally change the response to child abuse and aims to deliver significantly better outcomes for children, youth and families. The Centre continued to work with the Alberta Ministries of Health, Justice, Human Services and Education, Zebra Child Protection Centre and Cairbou Child & Youth Centre throughout 2015–16 to refine the model in preparation for use province wide.

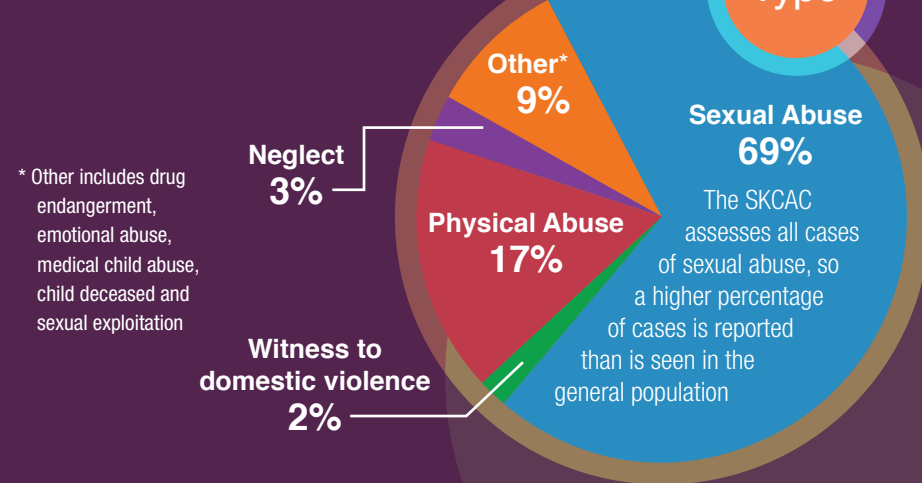


# 2015–16 Snapshot

**1,548/year** **129/month**  
infants, children and youth assessed

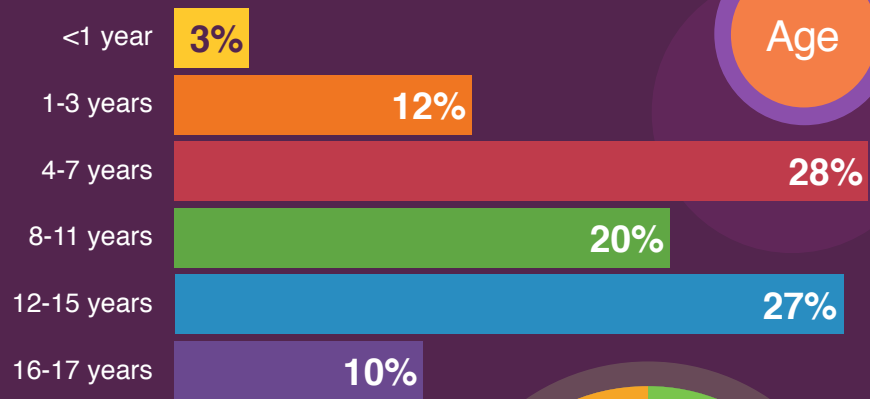
**105+**  
professionals  
on-site

## Kinds of abuse experienced by children and youth assessed at the Centre

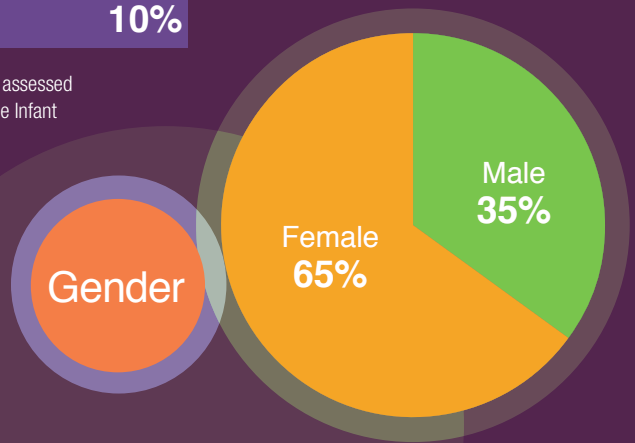


# 2015–16 Snapshot

## Children and youth served



\* In addition, 482 infants were assessed through the Alberta Vulnerable Infant Response Team.



## ■ Sharing a poignant and powerful story

The Swift Current documentary tells the deeply moving story of Sheldon Kennedy. The opening-night feature of the 2015 Rendezvous with Madness Film Festival, and subsequently broadcast nationally on Global TV, the film casts the spotlight on the issue of abuse and provides a remarkable platform to increase awareness and knowledge. By sharing his personal story, Sheldon Kennedy continues to be a catalyst for discussions in communities and households across Canada. The planned Calgary premiere in June 2016 will engage a diverse audience to energize and focus local action.

## ■ Youth strive to prevent abuse

Youth Champions from eight school districts are becoming a significant force for change. They have accepted the challenge to raise the awareness of abuse — and to do what they can to prevent it. In Spring 2016, they will use their voices to write and produce their own public service announcements to help spread the word among people their own age and across the wider community.

Important, progressive and encouraging conversations also occurred with several Calgary post-secondary institutions in order to infuse trauma-informed practice and childhood maltreatment education into their curricula.

## ■ Providing early support to prevent abuse

The Prenatal Outreach Support Team (POST) — comprising police officers, Centre outreach workers and public health nurses — reached out to more than 133 at-risk mothers in 2015–16, linking them to key services in order to develop the capacity to care better for themselves and their infants. In the coming year, the impact of POST, which was established with three-year funding, is currently being evaluated.



# Measuring social return on investment

Understanding the impact of the Centre's integrated model of practice is a pivotal step toward extending the approach more widely and in continuing to deliver the best outcomes. Assessment completed by KPMG in June 2015 showed that:

- » by taking a trauma-focused approach and reducing the number of interviews, **children experience fewer flashbacks of abuse;**
- » child abuse emergencies at the Alberta Children's Hospital are **assessed and addressed quickly — within 90 minutes instead of hours** — by the Centre's multidisciplinary team;
- » **sexual and physical abuse exam times are reduced by 50%** for children receiving preparation and support from a Child Life Specialist;
- » **child protection involvement with vulnerable pregnant women decreased** — from 31% down to 17% — because of prevention and intervention work by the Centre's team of police and public health nurses; and
- » **estimated annual value of \$550,000** because of productivity improvements in just one team (the Joint Investigative Child Abuse Team) at the Centre.

**The evaluation concluded that in order for the Sheldon Kennedy Child Advocacy Centre to have a positive social return on investment, it needed to achieve only a 0.1% decrease in the annual cost of child abuse in Alberta. That total cost is estimated at \$2.4 billion provincially.**

# Board members 2015–16

John Dielwart, Co-Chair  
Debra Mauro, Co-Chair  
Trent Edwards  
Brian Evans  
David Evans  
Margaret Fullerton  
Sheldon Kennedy  
Tom Mauro  
M. Ann McCaig

Wayne McNeil  
Melinda Park  
Anita Poscente  
Jon Reeves  
Suzanne Kendall (from September 2015)  
Murray Stooke  
Gary Strother  
Grand Chief Charles Weaselhead  
Bonnie Johnston, CEO

## Our vision

Empowering those who are impacted by child abuse to lead healthy and productive lives by creating a community that responds collectively to child abuse.



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## ■ Supporting victims of abuse

The number of children and families turning to the Victim Support program has grown steadily as the program has become more well known. In 2015–16, on average, 41 new files were opened every month, with an average of 42 cases open during any given month. In total, 497 files were handled in 2015–16 (and 815 since the program's launch), providing invaluable support, information and referrals to children, youth and families.

In June 2015, a new service was introduced for families whose children would receive therapy, offering families support and access to resources during this process by connecting them with a Victim Support team member.

## ■ Easing children's anxiety

The Centre's Child Life Specialist continued to work with community partners to ease the concerns of children, youth and families as they engage with the Centre's many professionals. Taking advantage of the power of online media, an app was developed to provide children with an orientation to the Centre, and to explain more about what would happen during the medical exam, forensic interview and therapy.

PALS — the Pet Access League Society — also brought friendly dogs to the Centre every week, enabling children to benefit from the calming effect of interacting with animals.

## ■ Reaching out to diverse communities

The partnership with Treaty 7 continued to strengthen through numerous meetings and visits, at the Centre and within First Nations communities. A major initiative is developing a formalized agreement with five First Nations bands to build collective capacity by working together to ensure that children and families receive the appropriate services and support they require.

# Financial highlights, 2015–16

## Statement of Financial Position

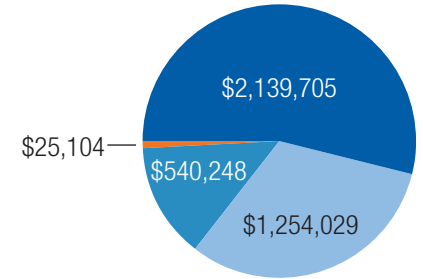
	As at March 31	
	2016 \$	2015 \$
<b>Assets</b>		
<b>Current</b>		
Cash	2,052,012	829,459
Short-term investments	1,106,495	1,609,546
Accounts receivable	110,391	241,632
Prepaid expenses	51,353	48,155
	<b>3,320,251</b>	2,728,792
Long-term investments	1,000,029	400,883
Property, equipment and rights	2,344,612	2,785,884
	<b>3,344,641</b>	3,186,767
	<b>6,664,892</b>	5,915,559
<b>Liabilities and Net Assets</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	429,890	171,402
Deferred contributions	628,917	450,400
	<b>1,058,807</b>	621,802
<b>Net assets</b>		
Invested in capital assets	2,344,612	2,785,884
Unrestricted net assets	3,261,473	2,507,873
	<b>5,606,085</b>	5,293,757
	<b>6,664,892</b>	5,915,559

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

## Revenues

**\$3,959,086**

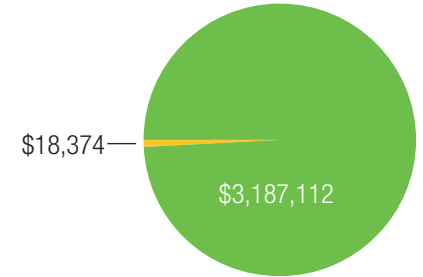
- Donations
- Partner contributions
- Grant revenue
- Other income



## Expenditures

**\$3,205,486**

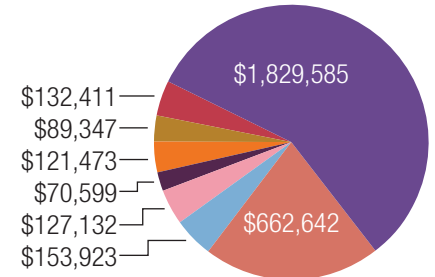
- Operating (excluding amortization)
- Capital



## Operating Expenditures

**\$3,187,112**

- Salaries and benefits
- Occupancy costs
- Program development and evaluation
- Advertising and communications
- IT support
- Staff training
- Professional fees
- Other (office, travel, other)



# Making a difference together

Financial support from individuals, corporations, foundations and government have enabled the Sheldon Kennedy Child Advocacy Centre to make great strides in helping children, youth and families impacted by abuse. Thank you everyone who champions change and instills hope.

***You truly change lives.***

- Partner Organizations
- Government Supporters
- Donors \$1,000,000+
- Donors \$250,000–\$999,000
- Donors \$50,000–\$249,000
- Donors \$25,000–\$49,000

Funds committed  
January 2012 – March 31, 2016, inclusive



**sheldon kennedy  
child advocacy centre**

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