



One critical issue
One integrated
response

Report to the
Community

April 1, 2014 - March 31, 2015



sheldon kennedy child advocacy centre

Wrapping services around children, youth and families impacted by abuse

In just two years, the Sheldon Kennedy Child Advocacy Centre helped 2,907 infants, children and youth — 1,497 in 2014–15 alone — dealing with all cases of child sexual abuse and the most severe and complex cases of physical abuse.

This means, on average, 124 infants, children and youth are assessed at the Centre each month, receiving hope, help and healing to move beyond trauma.

The not-for-profit Sheldon Kennedy Child Advocacy Centre — in alliance with the Calgary Police Service, Calgary Region Child and Family Services, Alberta Health Services, Alberta Justice Calgary Crown Prosecutors' Office, the RCMP, Alberta Education, the University of Calgary and Treaty 7 — brings together more than 100 frontline workers who are experts in what they do and passionate about providing outstanding services. All offer a deep level of care and compassion to everyone we serve.

It is because of their efforts, the tireless and courageous leadership of Sheldon Kennedy — so deservedly appointed to the Order of Canada and the recipient of many other awards over the past year — and the Centre's many government, community and corporate champions, that we have been able to develop a groundbreaking model of integrated practice that is informing change across Alberta and beyond.

But change is only one part of the equation. What's both remarkable and important is that together we're proving the power of partnership to change lives and better society.

Working collaboratively, we achieve greater results than any partner could on their own. We are inspired to innovate, push beyond boundaries, forge new partnerships, increase awareness of child abuse and ensure victims receive the support they need when and where they need it.

In our first year, we focused on bringing all partners together through co-location and the development of collaborative practice. In 2014–15, we moved to the next phase: further refining and evaluating the collaborative practice model and focusing increased attention on our strategic priorities: preventing abuse, supporting victims and enhancing outreach, championing leading practices, respecting diversity and continuing to establish a Centre of Excellence. We moved together collectively to create better outcomes for children, youth and families.

As members of the Board of Directors of the Sheldon Kennedy Child Advocacy Centre, we are privileged and honoured to lead this profoundly important alliance — and to strive for the day when no child is abused.

The invaluable support of an entire community makes this possible. We invite you to continue the journey with us.

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.

John Dielwart, Co-Chair
Debra Mauro, Co-Chair
Trent Edwards
Brian Evans
David Evans (from June 2015)
Margaret Fullerton
Sheldon Kennedy
Tom Mauro
M. Ann McCaig
Wayne McNeil

Lucy Miller (to June 2014)
Melinda Park
Anita Poscente
Jon Reeves
Lloyd Robertson
Murray Stooke
Gary Strother
Grand Chief Charles Weaselhead (from April 2015)
Bonnie Johnston, CEO



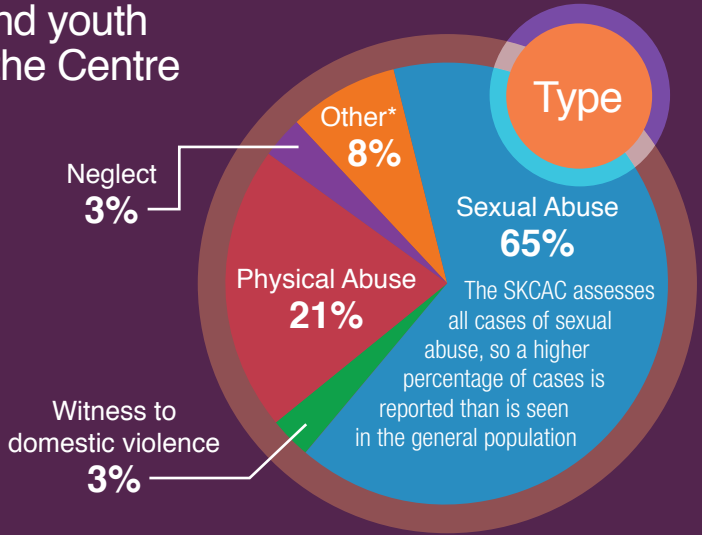
2014–15 Snapshot

1,497/year **124/month**
infants, children and youth assessed

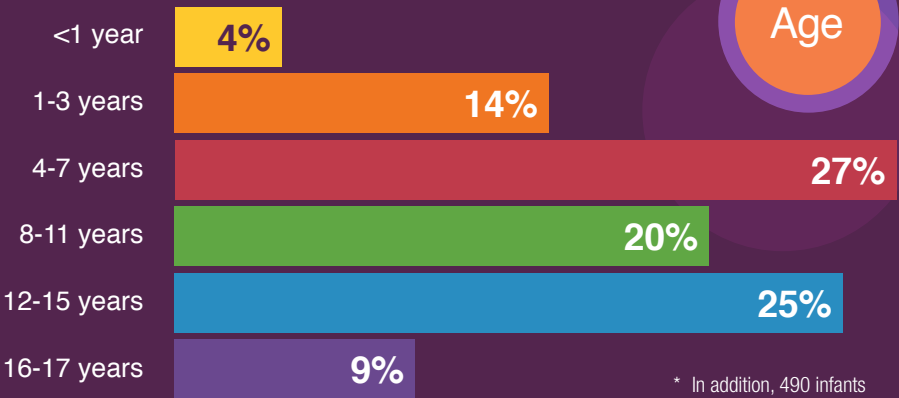
100+
professionals
on-site

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

* Other includes drug endangerment, emotional abuse, medical child abuse, child deceased and sexual exploitation



Children and youth served



* In addition, 490 infants were assessed through the Alberta Vulnerable Infant Response Team

Gender

Gender	Percentage
Female	63%
Male	37%

Greater collective impact from an integrated response

Children, youth and families rely on the Sheldon Kennedy Child Advocacy Centre to help them move forward on their recovery journey. The Centre, too, is on a journey, increasing Canadians' awareness of the issue of abuse, engaging communities and leading practice innovations to transform how society supports those who have been impacted by abuse.

In 2014–15, we took significant steps to accelerate change. Following are just some of the year's many highlights.

■ A Provincial Model of Integrated Practice

A pivotal accomplishment in 2014–15 was accelerating the development of a Provincial Model of Integrated Practice. The Sheldon Kennedy Child Advocacy Centre worked in partnership with the Alberta Ministries of Health, Justice, Human Services and Education, Zebra Child Protection Centre and Caribou Child & Youth Centre to ensure all children and youth in Alberta who are impacted by child abuse have access to comprehensive, coordinated, specialized services.

■ Extending reach and support

Working with our partner organizations, the SKCAC reached out to develop capacity in rural and First Nations communities in southern Alberta, providing training and enhancing communities' ability to identify and respond to their own needs. Broadening the Centre's impact and support is a key step in ensuring children and families receive the care and resources they require.

■ Engaging youth in an essential conversation

On May 21, 2014, an inspiring World Café brought together 42 Youth Champions from five Calgary Catholic School District high schools and more than 100 business leaders, politicians and SKCAC staff to discuss how we, as a community, view and address child abuse. During the year, students from eight more school districts joined the conversation.

■ Supporting victims with a new program

The Victim Support Program launched in July 2014 to provide support for families and individuals. This was a major milestone and a key aspect of the Centre's services, offering wide-ranging emotional support, system navigation and access to resources to help break down barriers on the road to recovery.

■ Engaging the community

Community support continues to generate awareness essential for progress. Coinciding with the Calgary Stampede, professional bull riders literally took the bulls by the horns at Cody Snyder's PBR Bullbustin' event, raising awareness of and funds for the SKCAC, while chuckwagon driver Rae Croteau Jr. and his sponsors took the reins with a #chucks4bucks Twitter campaign — generating 29 news stories with 15 different media outlets and creating 3.2 million impressions. Support was also teed up at the Shaw Charity Classic golf tournament, which for the past two years has named the SKCAC as one of the recipients of support raised by this high-profile event. Combine these with the many community-initiated events small and large and the Centre can't say "thank you" enough.

■ Strengthening First Nations connections

SKCAC staff met several times with Elders, band members and directors responsible for child protection of the five bands within Treaty 7 to understand communities' issues and develop a plan to support children, youth and families. On March 25, 2015, Elder Leonard Bastien blessed the SKCAC, children and the partnership with Treaty 7. This partnership continues to strengthen with Grand Chief Charles Weaselhead joining the Centre's Board in April 2015.

■ Helping high-risk mothers-to-be

The Prenatal Outreach and Support Team is a prime example of the difference community support can make at a critical time in a woman's life. What began with seed funding from the RBC Foundation to support vulnerable pregnant women and ensure the safety of their infants proved so effective that Alberta Health is now providing three years of funding through March 2018. The team, comprising police officers, SKCAC outreach workers and public health nurses works with these at-risk women to ensure they are connected to community supports that will help them develop capacity to better care for themselves and their infants.

■ Measuring the Centre's social impact

Assessing the effectiveness of the Centre's work is pivotal for deepening understanding of the complex issue of abuse and for informing leading practice. A major initiative to develop a robust evaluation framework and key performance indicators, and to measure social return on investment (SROI), was undertaken with KPMG. Preliminary SROI data revealed the Centre had a demonstrable impact on productivity improvements among all partners, including improved effectiveness and quality of service delivery. This work is critical for measuring and understanding how the SKCAC will continue to evaluate and improve its practices. The data affirm that the Centre's unique model will ultimately result in enhanced outcomes for children, youth and families, and reduce the cost of child abuse in Alberta.

■ Taking a national lead

The Sheldon Kennedy Child Advocacy Centre continued to advocate for system-wide change necessary to provide better outcomes for children, youth and families impacted by abuse. The SKCAC also worked with Boost Child and Youth Advocacy Centre (Toronto) and the Government of Canada Department of Justice to bring together 12 child advocacy centres in Canada to start the process to develop the country's first national standards and guidelines for child advocacy centres. The SKCAC participated in roundtable discussions hosted by Minister of Health Rona Ambrose, which helped inform the announcement of a 10-year \$100-million investment to prevent, detect and combat family violence and child abuse through a multi-faceted approach. ►



■ Supporting youth mental well-being

Many victims who receive support from the Sheldon Kennedy Child Advocacy Centre also deal with issues of self-harm, suicidal thoughts and actions, depression, addictions and other complex mental health issues. Funding from the Alberta Ministry of Justice and Solicitor General Victims of Crime Fund is providing a three-year Counselling for Children Pilot Grant Program. A full-time mental health therapist joined the Centre in January 2015 to respond to the acute mental health needs of children and youth who have experienced abuse.

■ Volunteering and giving the gift of time

Support for the SKCAC comes in many forms. In 2014–15, people lent time and talents. Through the Alberta Children's Hospital, the Centre recruited four volunteers for the Child Space who devoted more than 100 hours in the program's first five months. Victim Support Program volunteers assisted families with navigating various processes, such as court appearances and connecting with various supports. Three volunteers from the Pet Access League Society and their dogs visited the Centre weekly to work with children, youth and families.

■ Generating more awareness of the issue

Action begins with awareness and is fuelled by knowledge. Almost 300 media stories, tweets that resulted in almost 1.4 million impressions, countless visits to the Sheldon Kennedy Child Advocacy Centre website (more than 5,500 page views since the new website was launched in January), more than 302,000 Facebook impressions and some 175 tours of the Centre brought the issue of child abuse to the public's attention. Media are increasingly turning to the SKCAC for expert comment, and Sheldon Kennedy's powerful words about his own journey and vision continue to inspire people across Canada to support the work of the Centre.

Continuing a shared journey

The remarkable progress already achieved by the Sheldon Kennedy Child Advocacy Centre is possible thanks to support and funding from individuals, corporations, organizations and all levels of government.

Because of this entire community of support, the SKCAC's reach is extending wider and its innovative model is inspiring the transformation of how children, youth and families who have been impacted by abuse are served.

The coming year will be punctuated by exciting initiatives to build on the integrated model, continue to develop leading practices and set new standards.

In 2015 and beyond, we will further enhance outcomes by:

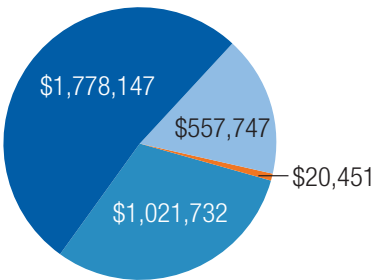
- » working with the provincial government and colleagues to develop and implement a Provincial Model of Integrated Practice that ensures every child, youth and family in Alberta impacted by abuse has access to specialized services wherever they live
- » enhancing support, resources and capacity available to people in rural and First Nations communities
- » enhancing the advanced trauma-informed training program for the Centre's frontline workers and others involved in the care and support of children and youth
- » sharpening our focus on evaluation to conduct a comprehensive assessment of what's achieved, the outcomes realized by children, youth and families, and the overall effectiveness of practice, all to inform future enhancement and innovation in everything we do
- » further raising the public profile of the issue of abuse and its impact, engaging Canadians in an important conversation and inspiring citizens to take action

As we move into the next phases of our continuing evolution, we take further steps toward our goal of becoming a Centre of Excellence — and prove that, together, we can give children, youth and families impacted by abuse the hope, help and healing to live happy, productive lives.

Financial highlights 2014–15

Statement of Financial Position

as at March 31		
Assets	2015	2014
	\$	\$
Current		
Cash	829,459	286,415
Short-term investments	1,609,546	1,318,929
Accounts receivable	241,633	106,361
Prepaid expenses	48,155	47,547
	2,728,793	1,759,252
Long-term investments	400,883	-
Property, equipment and rights	2,785,884	3,006,304
	3,186,767	3,006,304
	5,915,560	4,765,556
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities	171,404	65,455
Deferred contributions	450,400	92,931
	621,804	158,386
Net assets		
Invested in capital assets	2,785,884	3,006,304
Unrestricted net assets	2,507,873	1,600,866
	5,293,756	4,607,170
	5,915,560	4,765,556

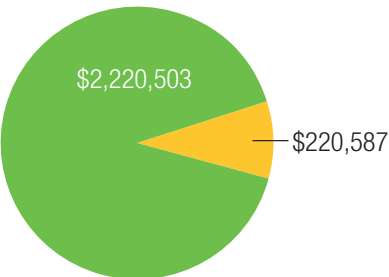


Revenues

\$3,348,097

- Donations
- Partner contributions
- Grant revenue
- Other income

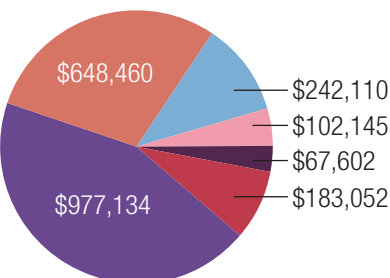
Complete audited financial statements are available by contacting the Sheldon Kennedy Child Advocacy Centre.



Expenditures

\$2,441,090

- Operating (excluding amortization)
- Capital



Operating Expenditures

\$2,220,503

- Salaries and benefits
- Occupancy costs
- Program development and evaluation
- Advertising and communications
- IT support
- Other (office, professional fees, training & development)

Making a difference together

Financial support from individuals, corporations, foundations and government has enabled the Sheldon Kennedy Child Advocacy Centre to achieve much in its first two years of operation. Thank you to all who champion change and accelerate the hope, help and healing available to children, youth and families impacted by abuse.

Together, we change lives every day.



sheldon kennedy child advocacy centre

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@SKCAC

Charitable Registration #: 82679 3283 RR001

sheldonkennedycac.ca

SEPTEMBER 2015