



Norwood

Child and Family Resource Centre



Annual Report 2022



Message from the Board Chair

Amanda Lindberg

As I write my final message, I take this opportunity to reflect on my time with Norwood. One of the wonderful things about being part of the Norwood Child and Family Resource Centre Board of Directors is having opportunities to learn about the importance of early childhood development from the organization's subject matter experts. Norwood program staff regularly provide presentations and demonstrations that help us understand the social and environmental factors affecting childhood brain development—and why supporting that development is critical to the overall health of our communities.

Having this knowledge so passionately delivered directly from the front lines helps motivate us in our roles as vocal advocates for child development and parenting supports for vulnerable families. In a time of sharply rising costs and associated social impacts, small children's needs can be eclipsed by what appear to be more pressing issues visible on the street: youth and adult homelessness, addictions, mental and physical health problems.

Those needs may be more visible, but they are not, in fact, more pressing. The youth and adults we see on the street are the children under five whose families were not found and supported 15, 30, or 60 years ago. If we want to have a sustainable and meaningful impact to reduce or even eliminate these 'pressing' social issues in

the future, our society must invest much more in children and their primary caregivers today. We can pay attention to more than one issue at once.

In 2022, 97% of parents surveyed said that, as a result of a Norwood program, "I have confidence in my parenting skills." Feeling sure of yourself is an elusive state at the best of times, especially when it comes to parenting with all of its social, cultural, and family pressures. Such a high percentage of parents feeling confident in their abilities is rare, and a true testament to the great work being done by Norwood's staff and parents together to elevate the parents' knowledge, skills, and comfort levels.

Norwood is entering its 60th year in 2023, and it seems likely the need for Norwood's programs and services may be higher than it has been in years. Board members are always mindful of our role in the agency's financial stewardship and ensuring effective service delivery into the future, and we have unwavering confidence in the abilities of Norwood's leadership and staff teams to rise to any and all upcoming challenges.

I am sad to say that my term as chair of Norwood's board of directors comes to an end in 2023. I am proud to have contributed in some small way to this organization's critical work in the community and will remain interested in its ongoing success. I look forward to the 60th anniversary celebrations!

Message from the Executive Director

Laurie Fagan



We started 2022 in full pandemic mode with vaccination passports, masks, cohorts, and sanitization. We are ending the year with none of those things in place. It has been a challenging year for our children, families, staff, and volunteers.

When the restrictions lifted in the spring, we were able to move back to our pre-COVID practices which included large group family gatherings, field trips and our staff SPIRIT awards all happening in person. Children, families, staff, and volunteers alike were thrilled to be together again.

The capacity to withstand and/or recover from challenges is known as resiliency and we saw this in our children and families throughout the year. Their ability to successfully adapt and spring back from adversity was second to none and was consistently evidenced in children's positive development, enhanced family functioning and improved personal growth. Watching parents pushing themselves to their highest potential, to be the best they can be for their children was a humbling to experience.

Our staff continued to demonstrate such willingness to work differently to provide children and families with the services and programs they need to improve child development and family functioning. The SPIRIT of the staff shone throughout the year in both individual and team achievements.

Our partnership work with other community agencies, including the C5, continued to help provide seamless collaborative service delivery for our families throughout 2022. The C5 leadership team developed the next three-year strategic plan and confirmed our commitment to advocacy related to the importance of the early years.

This will support the key messages related to optimal early childhood being heard and seen by a much wider audience of stakeholders and we anticipate will have a great impact

on the collective understanding of the importance of children and their development.

Our volunteers support our daily operations, special events and board activities and are an invaluable resource for our children and families.

In May, we held our casino and in 39 hours we raised \$94,000 with a return on our volunteer investment of \$2410.00/hour. The value our volunteers bring can be counted in dollars and personal investment in supporting vulnerable children and families.

Literacy is foundational to reducing poverty and engaging in community. In the fall we launched our first ever children's book drive and received hundreds of books to support our ongoing efforts to build literacy skills with our children and families.

Just before Christmas, we were selected to be the recipient of the Edmonton Remand Centre's Cram the Van toy drive which led our staff to create a 'pick-a-present' event for families to access free toys for their children.

The ongoing support of our funders, donors, and volunteers, including our incredible board of directors, creates our foundation for success.

In 2023, we will say goodbye to our valued board members, Don Gnatiuk and Ashley Snape as well as our Board Chair, Amanda Lindberg. Thank you all for supporting our vision of healthy children, healthy families, healthy communities, and the positive impact we will have on future generations.

As we move into our 60th year of operations in 2023, we will be celebrating the decades-long impact that we have made in this community. Thousands of children, youth, and families have been supported over the years and there will be thousands more as we continue into the next 60 years.



Changing the future by focusing on children and their parents

At Norwood Child and Family Resource Centre, we respect the parent as the expert of their family's well-being. Our programs and services are designed to draw from families' strengths to support optimal child development and create positive change.

Vision

Healthy Children • Healthy Families • Healthy Communities

Mission

Norwood builds on the strengths of children and families through support and education to optimize child development and connect families to community.

Guiding Principles

Norwood is inclusive, respectful of diversity, and values every person's worth.

Our programs and services are child-centered, based on the most current understanding of how children develop and learn.

Our work is grounded in fostering healthy relationships, the bonds between children and family, and family and the community.

Our work is strength-based, trauma-informed, responsive to need, and effective.

2022 Board of Directors:

Amanda Lindberg	Board Chair
Whitney Shaw	Vice Chair
Kara Engley	Treasurer
Ashley Snape	Director
Ana Potzkai	Director
Don Gnatiuk	Director
Peter Schalk	Director



L-R: Peter Schalk, Amanda Lindberg, Laurie Fagan (Executive Director), Whitney Shaw, Kara Engley, Ana Potzkai, Don Gnatiuk.
Missing: Ashley Snape.

2022 at Norwood by the numbers:



1,729

parent education
participants

66

Head Start
students

3,693

home and
community parent
support visits

3,704

**PARTICIPANTS
SERVED IN
2022**



29,678

meals and snacks
served

10,349

referrals provided



904

parent respite
participants

4,190

respite
opportunities



Building communities of support



Riverdale Community Hall



Rundle School / Beverly Daycare Society



McLeod Community League



Alberta Avenue Community League

Our Parent and Child Drop-in Groups returned to pre-COVID numbers and were once again held in multiple locations throughout Edmonton.



Norwood Child and Family Resource Centre



Northeast Community Hub



Al Rashid Mosque



Clareview Recreation Centre

In Parent Education Groups, parents were able to learn together face-to-face and to connect with each other to strengthen their support networks.



Exploring Emotions



Brain Builders



Family Table at the C5Northeast Hub

Impacts

Our participants report that as a result of a Norwood program:

97%

I have confidence in my parenting skills.

"Norwood provides a sense of belonging and strength in my community. I feel less alone in my journey through parenthood. My support worker has always helped me understand my strengths and corrected me in a respectful and kind way when I stumble. This has helped me make positive changes without feeling bad about my mistakes. Without my support worker, I know I would not be as confident and strong during the tough times."

92%

I know how to set clear limits for my child.

"The group gave me a good outlook on dealing with my children's emotions in a better way. I have learned to set boundaries with my children. I wake up in the morning and I have laid down ground rules for the house like no hitting, using gentle hands, no talking back, and listening to what I say... I get my children to repeat it back to me and they have actually progressed in following the rules."

96%

I do things differently with my child to support them.

"Before accessing the Home Visitation program I would say 'no,' 'no' for everything my son does. But, now I have better strategies and skills to parent my child. I have learnt so much about parenting and child development. I have someone to talk to and share my problems with which I am thankful for."

94%

I felt welcomed and respected.

"Norwood staff are an extremely important part of our community. As a parent I feel welcome and validated. I am more able to manage my anxiety knowing that the staff support me and show me my value as a mom."

96%

Different cultures are recognized and accepted at Norwood.

78%

I feel less stressed.

95%

I know how to discipline my child without hitting or spanking.



Impacts

Our participants report that as a result of a Norwood program:

98%

I understand developmental milestones for my child.

"Every time I bring my child to a parent group, the facilitator has taken the time to talk to me about how my child is doing, what he is learning, and what milestones I can expect at this age. He has modeled for me and my child ways to interact with one another and he is kind and thoughtful. Thank you!"

93%

I learned about new resources for my family.

"Norwood is an exceptional organization that goes beyond looking out for family's wellbeing without any discrimination. Norwood has helped me and my family get connected to resources and utilize them without stress ... our family support worker is exceptional. She is very dedicated and goes the extra mile for me and my children. I am grateful that I met her."

95%

I have seen improvement in my child's development.

"I can see the growth and learning every day in my child. He has shown great improvement in his speech and problem-solving abilities since coming to Norwood ... He seems more interested in learning than ever before and has come such a long way. I am so thankful and very pleased to see such wonderful progress and growth in his attitude and learning abilities. I can't express enough how Norwood has really changed my child for the best."

98%

I take time to play or talk to my child.

"[Norwood] made me realize so many little things such as how important it is to spend time with your children, and the impact it has on their development... I learnt about two main approaches to parenting that I would like to use with my children. The first is having a chat with your child in a car which allows for one-on-one time alone, without being too direct face-to-face and [second] sharing my feelings with my children as a parent, such as "Daddy likes it when you give him a hug."

95%

I was listened to at Norwood.

92%

I have someone to talk to when I need support.

88%

I feel our family is less isolated.



Community and collaboration

Our amazing community continually shows up for our families.



Craft for YEG donated hundreds of hats and mittens to help keep Norwood's children warm through our cold winter!



The Edmonton Remand Centre set up their first ever "Cram the Van" fundraiser to brighten Christmas for Norwood's families.



The Alberta Blue Cross employee-led charity, 'Hearts of Blue,' brought cases of diapers and baby formula—a huge help to new parents!



Our first annual Children's Book Drive brought in boxloads of books with the help of Al Rashid Mosque, Clareview Recreation Centre, Riverdale Community League, and the Sprucewood Branch of the Edmonton Public Library.

Our community partners can count on us to show up for them, too.



Norwood joined Al Rashid Mosque, Edmonton Community Foundation and many other community partners at the 'Taste of Ramadan' event.



Several Norwood staff have been trained to facilitate the "Brain Architecture Game," which builds understanding of the effects of early experiences on brain development. This photo was taken at Ubuntu - a C5 program.



The C5 executive directors joined forces to hand-make orange shirt pins for City of Edmonton staff to wear on the National Day for Truth and Reconciliation.



Norwood staff created a presence at the "Build with Boyle" facility announcement to show our support for okimaw peyewiw kamik (King Thunderbird Centre).



What Norwood has meant to me:

Life sometimes has a funny way of working itself out. Melody was looking to get her daughter Vaelynn enrolled in a free or low-cost preschool program but couldn't find one in her neighbourhood—this proved to be a blessing in disguise. "I wouldn't change it. I am actually really glad that there was no availability elsewhere because I never would have come across you guys." Norwood welcomed Melody's family with open arms, and it didn't take long for Melody to feel comfortable accessing the range of programs and services Norwood offers.

Vaelynn attended Norwood's Head Start program in the 2021/22 school year and loved it. "She still talks about coming back here [Norwood] she loves it so much." Melody noted that she saw a great deal of progress and improvement in Vaelynn's behaviour. Her interactions with her siblings improved and Melody saw an increase in her sharing and vocabulary from attending the program.

When Melody was concerned that her son James was not speaking as much as he should for a three-year-old, she reached out again and Norwood was able to connect her with our in-house speech and language therapist. Melody then enrolled James into Norwood's Head Start program, the same one his big sister attended!

"Soon after starting Head Start James went from strictly saying 'no' to asking 'why?' I never thought I would be so

"It was a breath of fresh air to have a place I felt safe enough to bring the children, hang out, and get that one-on-one support."

excited to hear the word 'why' in my life," Melody laughs. "James is the kind of boy who likes structure and routine; he's very hands-on and busy. He loves all the staff at Norwood and has a relationship with them. It is very sweet to see. James is leaps and bounds from where he was, and it is very eye-opening to see the progress he's made. It makes me very happy to see that."



Melody with James, 3, and Joseph, 6 months

When Melody had her youngest son, Joseph, she was experiencing a time of upheaval and uncertainty in her life that took a toll on her well-being. She needed time to regroup, but was hesitant at first to put her newborn baby into the Parent Respite Program. With the support of Norwood staff, she eventually overcame her nervousness. "The staff were very reassuring; they basically held my hand through the entire process, not just with putting Joseph into the respite program but also through the steps I needed to take to ensure the safety of myself and my children. Norwood was there to help me—they coached me and guided me, so I didn't feel alone. They believed in me when I didn't believe in myself."

Melody's story

Joseph is now six months old and happily goes to the respite program. "He looks forward to seeing the staff and has nothing but smiles and giggles for them. To see where he was and where he is now makes my heart very very glad and it makes me glad knowing I can take care of myself, my well-being, and be the best parent I need to be for my children." Melody also notes that when stress levels were high and her milk supply was not where it should be, Norwood staff were able to help provide her with formula and diapers, and connected her with the food bank to help her make ends meet.

"When I wasn't sure how I was going to make Christmas work, not only did they help feed me and my family through the Christmas Bureau program, but they also gave me toys for the children through the Pick-a-Present event, so they had something to open on Christmas which was a blessing I was not expecting. I was thinking I was going to have to rewrap an old toy they had forgotten about but they got the joy of unwrapping a present which was beautiful."

Melody is moving forward with taking full control of her life by enrolling in an upcoming Empower U program at Norwood. She is looking forward to learning how to make the best financial decisions for her family and how to best utilize her available resources.

When asked what her main takeaways are from Norwood programs, Melody replied, "My biggest ah-ha moment was that I am not crazy and that I am on the right track, I'm doing what is necessary to create healthy children. I need to keep going despite any negative criticisms I may have had. This is the best for the kids and their social development and well-being."

We asked Melody what advice she would give to other parents or caregivers who might not know what Norwood has to offer or are hesitant about contacting us. "Just do it. You need to take care of yourself first and foremost. The

staff are literally like second parents, grandparents, aunts, and uncles. The relationship my children have with them is like no other. Don't be afraid to ask for help but also don't be afraid to receive that help and reach out. You have nothing to lose and everything to gain. My biggest advice would be that when you feel like you can't that's when you can, don't take no for answer, and make sure you are taking care of your mental health and well-being. Utilize the resources that are there because if you don't use them then you won't know the benefits until you try."

"Norwood is a beautiful place; it really is. You are my angels."

"Norwood is a beautiful place; it really is. You are my angels. I don't know if I would be as positive without you guys. I definitely look forward to bringing the children here when I've had too much, and life seems to knock me down. I am able to utilize the services so I can dust myself off and get back up and be the positive parent that my kids need now more than ever."

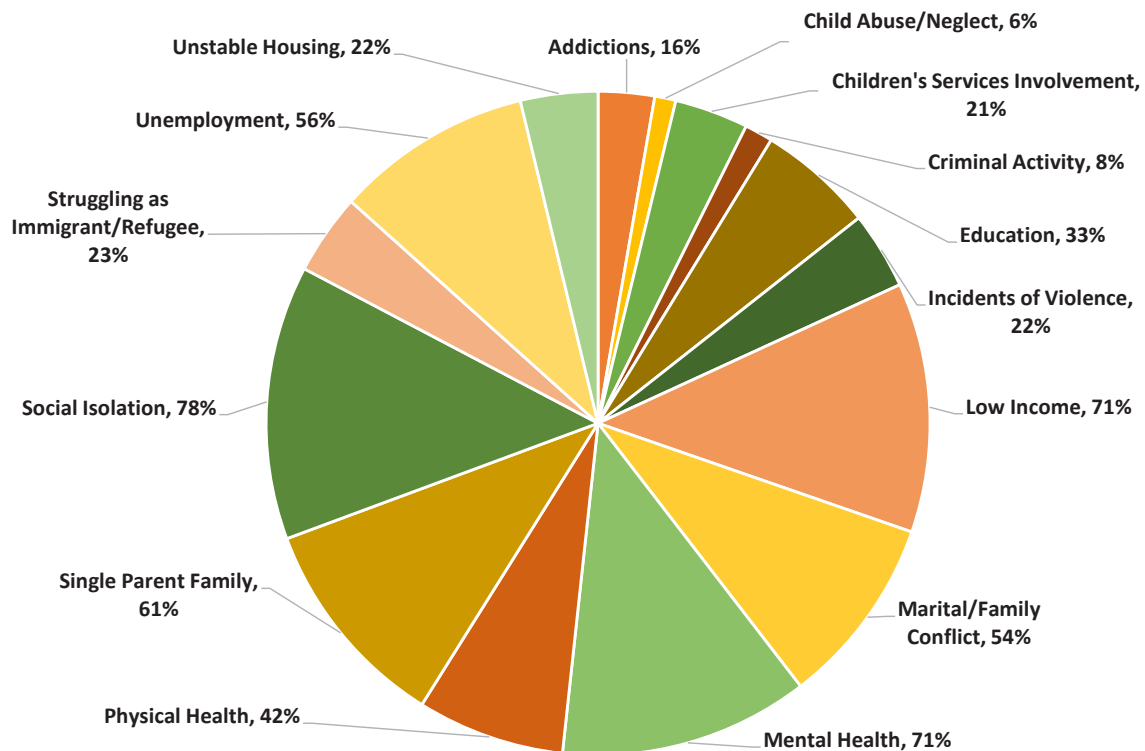


Melody with Vaelynn, who graduated from Head Start in 2022



Challenges reported by families

The pie chart below illustrates the challenges parents reported during their intake process at Norwood in 2022. The top three were social isolation, reported by 78% of parents, low income (71%), and mental health (71%).



The Norwood Team

The Norwood team is a dedicated group of professionals guided by the Norwood SPIRIT charter. We work together, support one another, learn from each other and celebrate all of our successes. It is the work we do, the environment we work in, the people we work with – that's the difference at Norwood!

Support

We utilize one another's strengths to take on challenges and opportunities using positive communication, collaboration, and compassion.

Passion

We have the energy, attitude, and enthusiasm to be fully committed and engaged in our work with each other.

Integrity

We are honest, trustworthy, transparent, and accountable with each other.

Respect

We accept others without judgement and recognize that every individual is a person of value.

Inclusivity

We celebrate diversity and welcome people of all abilities, backgrounds, cultures, and perspectives.

Team

We inspire and collaborate with others in the team working towards improved outcomes for children and families.

Financial Statements

INDEPENDENT AUDITOR'S REPORT ON SUMMARY FINANCIAL STATEMENTS

To the Members of Norwood Child & Family Resource Centre

The accompanying summary financial statements of Norwood Child & Family Resource Centre, which comprise the summary statement of financial position as at December 31, 2022 and the summary statement of revenue and expenditures for the year then ended, are derived from the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2022. We expressed a qualified opinion on those financial statements in our report dated February 28, 2023.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Norwood Child & Family Resource Centre.

Qualified Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2022, are a fair summary of those financial statements. However, the summary financial statements are misstated to the equivalent extent as the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2022.

The misstatement of the audited financial statements is described in our qualified audit opinion in our report dated February 28, 2023. Our qualified audit opinion states that, except for the effects of the described matter, those financial statements present fairly, in all material respects, the financial position of Norwood Child & Family Resource Centre as at December 31, 2022 in accordance with Canadian Accounting Standards for Not-For-Profit Organizations (ASNPO).

Responsibilities of Management and Those Charged with Governance for the Summary Financial Statements

Management is responsible for the preparation and fair presentation of the summary audited financial statements in accordance with ASNPO.

Auditor's Responsibility for the Summary Financial Statements

Our responsibility is to express an opinion on the summarized financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

February 28, 2023
Edmonton, Alberta

CHARTERED PROFESSIONAL ACCOUNTANTS

Financial Statements

NORWOOD CHILD & FAMILY RESOURCE CENTRE
Summary Statement of Financial Position
December 31, 2022

	2022	2021
ASSETS		
CURRENT		
Cash and cash equivalents	\$ 1,048,648	\$ 1,442,663
Accounts receivable	127,840	39,517
Goods and services tax recoverable	5,419	7,859
Prepaid expenses	10,757	29,199
	<u>1,192,664</u>	<u>1,519,238</u>
TANGIBLE CAPITAL ASSETS	<u>19,205</u>	<u>23,230</u>
	<u>\$ 1,211,869</u>	<u>\$ 1,542,468</u>
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 130,097	\$ 64,460
Wages payable	142,063	130,514
Deferred contributions	190,705	365,654
	<u>462,865</u>	<u>560,628</u>
DEFERRED CAPITAL CONTRIBUTIONS	<u>7,652</u>	<u>11,745</u>
	<u>470,517</u>	<u>572,373</u>
NET ASSETS		
Unrestricted	637,882	866,625
Internally restricted	103,470	103,470
	<u>741,352</u>	<u>970,095</u>
	<u>\$ 1,211,869</u>	<u>\$ 1,542,468</u>

NORWOOD CHILD & FAMILY RESOURCE CENTRE
Summary Statement of Revenue and Expenditures
Year Ended December 31, 2022

	2022	2021
REVENUES		
Government of Alberta	\$ 2,164,972	\$ 2,280,145
Foundations and private funding	855,028	853,293
Family and Community Support Services	772,615	772,615
C5 Program revenue	296,901	89,909
Edmonton Community Adult Learning Association	54,681	61,464
Casino	35,794	38,827
Other	20,371	16,758
Donations	18,781	12,701
Interest income	6,497	3,400
Amortization of deferred capital contributions	6,093	5,511
Canada Summer Jobs	4,714	8,735
Government pandemic assistance	-	433,124
Gain on disposal of assets	-	7,000
	<u>4,236,447</u>	<u>4,583,482</u>
EXPENSES		
Salaries and wages	3,109,834	2,901,003
Employee benefits	488,261	431,224
C5 Program expenses	148,244	78,857
Professional services	143,508	144,873
Repairs and maintenance	107,687	84,056
Telephone and utilities	69,323	63,622
Conferences, seminars and staff development	66,417	58,816
Travel	57,595	40,975
Consulting fees	51,787	79,563
Program expense	50,964	75,050
Transportation costs	46,229	47,420
Equipment purchases	35,890	54,835
Office supplies	28,334	32,303
Professional fees	19,808	23,083
Insurance	15,722	13,263
Amortization	11,432	10,676
Volunteer	5,585	3,460
Bank and payroll service charges	5,239	5,127
Accreditation	3,331	4,971
Donations	-	100,000
Vehicle	-	3,732
	<u>4,465,190</u>	<u>4,256,909</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES		
FOR THE YEAR	<u>\$ (228,743)</u>	<u>\$ 326,573</u>



Thank you to our funders and donors:

FCSS

Family & Community
Support Services

Edmonton

Alberta
Government



United Way
Alberta Capital Region

Royal Alexandra Hospital
Employees' Charitable
Donations Fund



Government of Canada
Gouvernement du Canada

Canada

**EDMONTON
COMMUNITY
FOUNDATION**



homeward trust
edmonton



STOLLERY
CHILDREN'S
HOSPITAL
FOUNDATION



ECALA

Alberta Government



Four Directions
Financial Services



intact
INSURANCE



goAuto

Edmonton Remand Centre
"Cram the Van" Team

Kuban Family Tikkun Olam Fund
R.O.W. Charity Foundation



Norwood
Child and Family Resource Centre

9516 - 114 Avenue NW
Edmonton, AB T5G 0K7

www.norwoodcentre.com
780-471-3737