

# YOUR GIFT ■ AT WORK

## ■ UNLOCKING POTENTIAL Building Community Through Innovation



What a year it has been! 2017 marks the ninth anniversary of the Unlocking Potential (UP) Foundation and the 60<sup>th</sup> anniversary of Catholic Family Service. Thousands of people like you have made our proud history possible. Many more thousands of Calgarians have benefited from your generosity. We're seeing a slow climb out of the economic downturn but

still a steady increase in demand for our services. You stood by us during this challenging time and for that we will be forever grateful.

Back in 1957, counselling was the cornerstone of a new agency called Catholic Family Service founded by Fr. Pat O'Byrne, one of Calgary's first professional social workers. This year, we asked you to support our Affordable Counselling Program and you stepped up in amazing ways. For example, the 8<sup>th</sup> Annual UP & Away Charity Gala in May raised an unprecedented \$200,000 for this program. Because of you, we have been able to maintain the high standard of service that was the vision of our founders six decades ago.

We've been having many "strategic conversations" over the past year as we plan for the future. We are sharpening our focus so that we can state clearly to the community that our purpose is to *build strong families*. Family is the single most important influence in a child's life. An engaged family is a child's best bet to have the life they want and deserve. Thanks to your generous investment in our services and programs, we will continue to build strong families for another 60 years!

■ Patricia Jones  
CEO

## HOW YOU CAN HELP US

The following Catholic Family Service programs and services are in need of your financial and volunteer support this year:

### ■ FAMILIES & SCHOOLS

**TOGETHER:** This international school-based family skills program is close to my heart. I was part of getting it started in Calgary 21 years ago. This year, we are offering eight F&ST sessions in public and Catholic schools across the city. In addition to seeking more volunteer support (and if you are looking for a very rewarding after school volunteer experience, check out F&ST!), we are turning to you, our donors, to help meet a budget shortfall. More than 1,400 individuals will directly benefit from F&ST in 2017-18. Many of them are isolated within their communities because of language barriers and poverty. Others are simply overwhelmed by the challenges of raising a family in today's hectic world. Your support will make all the difference.

### ■ AFFORDABLE COUNSELLING:

Your amazing contributions to our 2017 UP & Away Charity Gala raised more than \$200,000 for our counselling services – our most successful Gala yet! Your generosity allowed us to hire more qualified counsellors and keep our promise to make counselling accessible to anyone who seeks it. However, we are still experiencing a budget crunch. Your donations will be invested wisely to provide compassionate, inviting and high caliber counselling for everyone – no matter who you are, where you come from, what you have been through, who you choose to love or where you choose to pray.

### ■ NEW PLAYGROUND AT LOUISE DEAN CENTRE:

I am grateful for the support you have shown over the years to the young parents and children at Louise Dean Centre. Teen moms (and more recently, young dads in our Fathers Moving Forward program) are building a better future for their children because of you. In the next year, and with your help, we hope to build a new playground at the school. While your individual donations and sweat equity will be very welcome, we are seeking a major donor willing to invest \$125,000 to create a healthy recreational setting for these young folks. Please call Jim Campbell if you can help. (His contact info is on the reverse.)

## KEEPING UP WITH CATHOLIC FAMILY SERVICE

A lot has been happening in our corner of the world. Here's a snapshot:

### ATHLETES MENTORING CHANGES

**NAME TO CREW:** Drum roll please! The Athletes Mentoring Program has a new name. "Crew" acknowledges the fact that everyone – youth, student-athletes from the University of Calgary Dinos and Mount Royal University Cougars, parents and volunteers – make this unique program work. After a program redesign gave parents a bigger role in the mentoring relationship, we decided to rename the program to include everyone. "Our name was confusing," said Crew Coordinator Daniel Prasad. "People thought we were all about developing athletic skills. Crew is about building self-esteem and social skills for youth age 10-14 while bringing families closer together."

### FAMILY THERAPY RESEARCH PROJECT:

Functional Family Therapy (FFT), an evidence-based therapy model that we introduced to Canada three years ago, has completed the second year of a research project aimed to prove its effectiveness in a Canadian context. Thanks to funding from the National Crime Prevention Centre, we are conducting this research jointly with our friends over at carya (formerly Calgary Family Services.) FFT is designed to support families of youth who are experiencing school truancy, criminal involvement or mental health concerns. Early findings: Families who "fight a lot" were reduced from 62% to 39%, families with "time and attention for everyone" increased from 56% to 73%, and families who "really get along" increased from 58% to 72%.

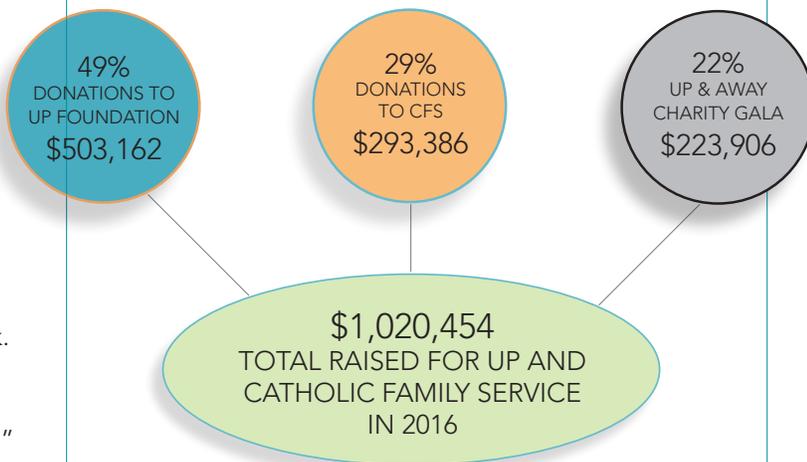
**"BIRDIES FOR KIDS" ROCKS:** Actually, you rock! Thank you for donating to Catholic Family Service through the Birdies for Kids program offered by the Calgary Shaw Charity

Classic Foundation this summer. Between your amazing generosity and Shaw's matching program, we raised \$34,000! These funds will support programs at Louise Dean Centre this fall.

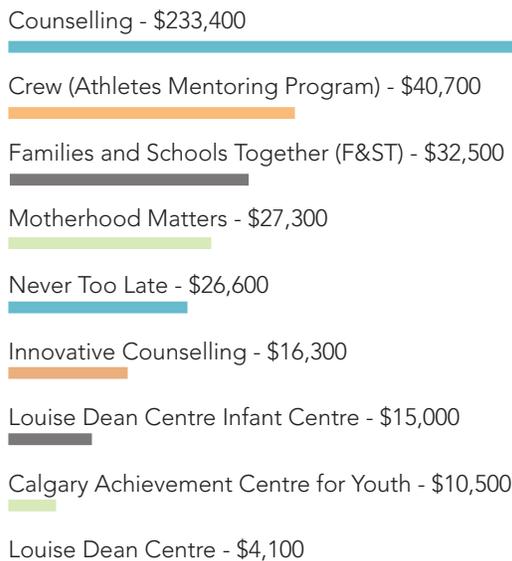
### OUR ANNUAL FUNDRAISING CAMPAIGN:

Yes, it is almost that time of year again. You will be hearing from us in a few weeks when we ask you to include Catholic Family Service in your year-end giving plans. This campaign is a major pillar of our annual fundraising efforts. Your support will ensure that we will continue to build strong families in Calgary. We **COULD NOT** do it without you. Thank you from the depth of our hearts.

## FINANCIAL SNAPSHOT 2016



## HOW YOUR DONATION SUPPORTED CFS PROGRAMS LAST YEAR



The responsible and respectful use of financial gifts is our priority. Our accounting and fundraising policies meet the best practice standards as outlined by Imagine Canada and the Canada Revenue Agency. We keep our core mission support costs below the non-profit standard – but not so low as to jeopardize the quality of service delivery.

### The Unlocking Potential (UP) Foundation

250, 707 - 10 Avenue SW, Calgary, Alberta, Canada T2R 0B3

*The Unlocking Potential (UP) Foundation is the fundraising arm of Catholic Family Service of Calgary. UP connects the giving hearts in our community with high-impact programs that are building strong families.*

For more information about how you can help us, contact  
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