

Norwood

Child and Family Resource Centre

2017 Annual Report



www.norwoodcentre.com

780-471-3737



Norwood is a non-profit organization that is recognized as a Centre of Excellence. Our programs and services are high quality, reflecting best practices for children, families and the community. We invite children, families and community together to develop a sense of belonging, create strong connections, and feel empowered to affect change.

Vision

Healthy Children • Healthy Families • Healthy Communities

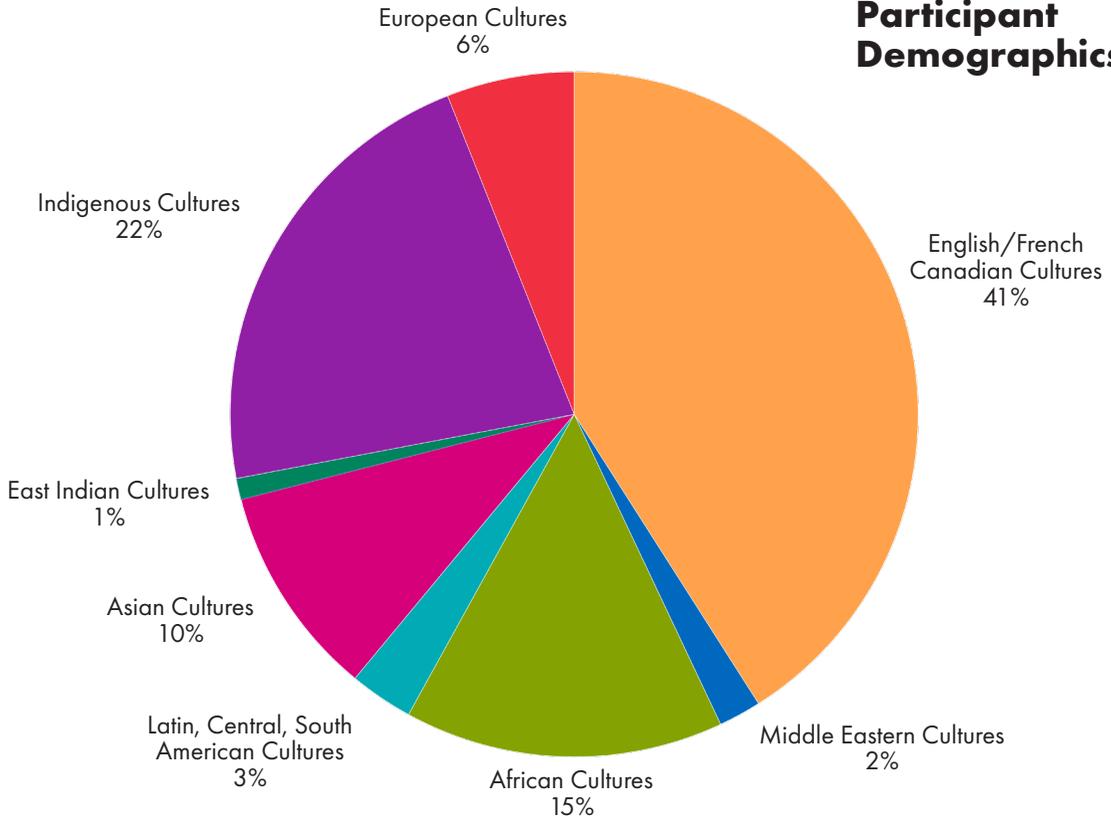
Mission

Active involvement by children and their families in a strong, vibrant community.

98%

of our parents feel welcomed and respected in our programs

Participant Demographics



“I was looking for a place that could help my child with his speech, socialize but also with parenting. Because as a parent, you don’t know if you are doing the right things especially the first time. And all of your support is back home, so what do you do? You come to Norwood.”

- Parent Comment -



Executive Director Message



Executive Director Message

After 19 dedicated years as Norwood's Executive Director, Bev Parks retired in December 2017. Her leadership over the past two decades has provided a solid foundation for the organization to continue to serve the children and families with excellence in our programming and services. We wish her the very best in the next stage of her life as she goes off into retirement and Grandmahood.

In February 2018, I was given the privilege of becoming the Executive Director of Norwood. Although I have been with the organization for over 12 years, it is with great pride and excitement that I contribute to my first Annual Report as the new Executive Director. I am honoured to lead this amazing team of staff and volunteers as we continue to enhance our existing programs to ensure excellence while maintaining best practices and encouraging innovation.

We have an eclectic group of individuals who make up our staff group, speaking 33 different languages and representing countries from around the world. This diversity creates a strong foundation to support our children and families.

Our amazing staff continued to learn and grow through many professional development opportunities offered over the year. We trained all staff in Trauma Informed Practice, Indigenous Awareness and Cultural Awareness training. These occasions not only enhanced staff knowledge and understanding, it provided an environment for team building and collaboration.

In 2017, we had 3 staff celebrate long term service milestones with Norwood:

Lincy Joseph came to Norwood 5 years ago with a passion for supporting children with her Early Childhood experience and knowledge and has worked in our Early Start program ever since. She has a soft and supportive approach with children and families and is a great team player.

Vina Tinani has worked in our Head Start program for 10 years. Over time, she has supported over 340 children in the program and is known to share her love of song and culture with all of our children and families. She is well known for her amazing butter chicken recipe, which can be found in our cookbook called "A Taste of Norwood."

Rosa Capozzi has been a teacher in our Head Start program for 15 years. Her warm spirit and amazing skills with children have many affectionately calling out for "Miss Rosa." Her impact is so far reaching that adults have returned to the classroom to say thank you to her



years after their Head Start involvement as she has been so important in so many lives. Her laughter and sing song voice can be heard in the classroom above all else and her patience and strong desire to positively impact children is second to none.

Norwood is so lucky to have such wonderful staff committed to the agency. The benefit to the children, families, and community is significant.

At this year's Annual General Meeting, we will be saying goodbye to two members of our Board of Directors who have been committed and valued volunteers with Norwood for the past 8 years.

Salool Al-Rashed and Maie Kellerman have dedicated their time and energy on so many priorities of the Centre. According to our by-laws, 8 years is the maximum time permitted to be a Director on our Board. Therefore, it is evident these two individuals have a long and strong commitment to Norwood, the staff, and the programs and services offered in the community. It has been incredibly beneficial to have such dedicated volunteers supporting our organization.

Maie Kellerman started volunteering with Norwood over 9 years ago. She and many of her family members were key participants in the renovation of our Centre in 2009.

Maie served on the Board of Directors for 8 years. She was the Chair of the Board for several years providing leadership and support at a governance level. She attended many functions and events in support of the staff and volunteers and was generous with her knowledge and expertise. This commitment is a testament to the work and support Maie

has provided to Norwood over this time and her love for both the organization and the work we do.

Salool Al-Rashed began volunteering in 2008 with Norwood as a member on our Parent Advisory Committee when her 3 children were enrolled in the Early Start and Child and Youth programs. In 2010, Salool moved from providing input and support at a program level through her role in PAC to supporting the organization at a governance level through her work as a Board member. She has been an active member of the Board supporting many activities and events. She has always been a great champion of our staff and programs and can always be heard saying a kind word.

Inga To resigned from her position on the Board last spring in her 7th year. Inga began her volunteer work with Norwood on the Board of Directors in 2011. She held the position of Treasurer for the past 5½ years and her support of the organization has been invaluable during her time.

Thank you to these 3 volunteers who have been a significant part of Norwood over the past many years contributing their generosity and expertise and who will always be a part of the Norwood story.

98%

of our parents have formed supported and trusting relationships with the program staff

2017 was a time of Board recruitment as we needed to fill 4 total vacancies. Due to the efforts of the Board of Directors, we anticipate formally filling all positions at the Annual General Meeting.

The work of the Board of Directors is primarily behind the scenes and is not often seen by staff or the community, however their work and the many hours they volunteer are vital to the foundation of the organization. These individuals provide support for the direction of the organization utilizing their expertise and wisdom as well as promoting and fostering excellence from a strategic level.

2017 was a year of changing facilities for Norwood. Our main site remains the cornerstone building of our organization, however in the summer of 2017, we needed to re-locate both our Rundle Head Start program and our North East Parent Link Centre programming. We have settled very nicely into new space for our NE Head Start and are providing Parent Link services and groups in various sites throughout NE Edmonton. The work our staff undertook to make these moves possible without any interruption to programming was truly incredible. The new locations provide opportunities for us to connect with new community members and partners who support our programming through an integrated holistic service delivery approach.

In 2017, we dedicated ourselves with our partners to create a hub model of programming located on Victoria Trail and 139 Avenue. This vision is where there is one interconnected facility where the community can come to provide services, access

programming and have a sense of community. We call this the North East Hub. We still have a significant amount of work to do however. Our early childhood, literacy and parenting programming will be implemented in 2018 with the aim of providing excellence in the early years programming for our families in these communities.

We saw a significant increase in families, both children and adults who are struggling with mental health challenges. We also heard from many of our families that they have experienced considerable trauma. We have responded by implementing opportunities to access on site mental health supports and have trained all Norwood staff in Trauma Informed Practice in order to support them and our families while working through trauma and challenging situations.

As an Agency, we continued to work towards completing our outcomes in the current Strategic Plan. This plan will wrap up in 2018 with all of the outcomes being successfully reported on. 2018 will be a year of focusing on the anticipated outcomes of the current plan coupled with the development of our next long term plan for the organization.

Currently, our Early Start program has received accreditation status and in 2017 we began the process of working to accredit our entire agency and every program. This takes many months for staff to gather evidence of the great work they do in the programs,

99% of our parents would recommend our programs to a friend or relative



develop materials to document our processes, and implement developed strategies and prepare for the review.

We believe accreditation:

- Clearly assesses the work we do against a Standard of Excellence that reflects current research and best practices
- Supports families in knowing their children are receiving the best services
- Identifies areas of future development
- Assesses all the work being done from the day to day interactions with participants to policies and participant files

We hope to become accredited in 2018 and will be expected to continue to meet the standards every day while continuously improving and implementing strategies to better our programs and services in order to best meet the needs of those we serve.

As an organization, we will continue to strive for excellence on behalf of the children and families we serve to achieve our vision of:

Healthy Children
Healthy Families
Healthy Communities

We recognize that Norwood's success is made possible through the incredible contributions of a highly dedicated and talented group of staff and volunteers along with our community partners and funders.

Thank for your continued support.

Laurie Fagan
Executive Director



95% of our parents know how to keep their child healthy



97% of our parents felt the information in our programs was useful for their family





News from Norwood



94% of our parents are aware of how their child changes as they learn and grow



94% of our parents know their relationship with their child impacts his or her development



95% of our parents feel positive in their role as a parent



Proud Dad

My daughter has developed some strength while attending Norwood. To sum up her strengths into one topic would be very hard for me to do. I watched her learn to go from not feeding herself to eating solids on her own. We didn't feel like we were struggling with a little girl sometimes, but opening up our world to hers. We learned to do this while obtaining proper skills from professionals who work at Norwood Child and Family Resource Centre.

One greater obstacle which I see her challenge herself on is speech. She has gone from using one simple sound to many others. I am proud of the little girl I bring home weekly sometimes watching her stay behind is a wee bit difficult. I count on Norwood staff more than any sports coach I ever had, or my past teachers. There are few questions which can't be answered at Norwood though I learn some of the answers every day from my little girl.

- Proud Dad, Jake



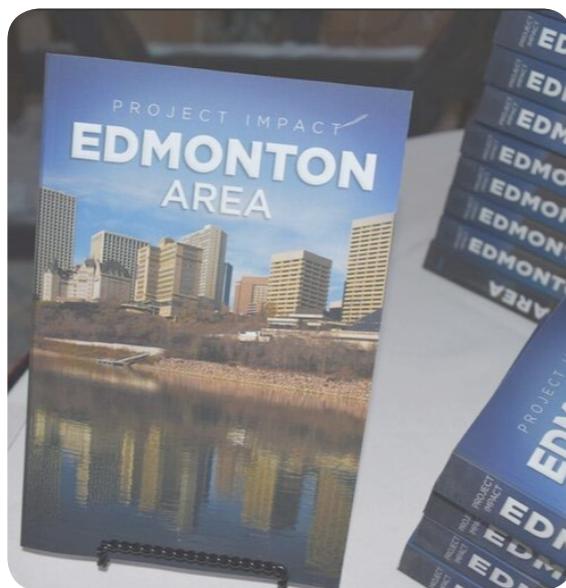
Project Impact

Norwood was selected to participate in a 7-month journey of learning with 24 other local non-profit agencies. We chose to use our Early Start Program for this initiative. The Project Impact approach of evaluation involves a focused review of the service provided and whether the intended impact was occurring.

Through our participation, we developed and used 30 surveys and 24 interviews with our participants to learn about the successes, challenges, and hopes that they had for their children and families. We learned that some programming areas needed improvement and recognized some achievements with the intended impact of the Early Start Program. Our findings were compiled into a book, "Project Impact Edmonton", by Dr. Steve Patty.

“Norwood has been a gift to my family. Being the parents of twins is exhausting, when we starting coming here, I hadn’t slept in a year. So the actual fact that we knew our kids were somewhere safe and we could rest was the original thing that really helped us. Knowing that the kids are safe and with people that will keep them safe is really reassuring because we don’t have anyone to take care of the kids. We love coming here and our kids love coming here. I’m so glad that I walked by one day and found this place.”

- Project Impact Quote -





The Lau Family Story



Norwood is Our Second Home

My daughter Laura started in Norwood's Early Start program when she was 21 months old. Early Start allowed me to take a break while Laura could learn and play with the other children. However, Laura was very attached to me and it felt like every second she wanted her mommy. Every time I dropped Laura off, she would be upset and cry. It hurt my heart that she was crying.

Melinda, the staff member in Laura's room, was the only person who could help. There were so many times Laura threw up on Melinda when she was crying. She was so nice and patient in taking care of Laura. Melinda helped me a lot as well by encouraging me to try different things to support Laura attending the program. We gave Laura a necklace, one side with a photo of myself and her and on the other side was Laura and her father. Laura could look at the photo when she missed her parents. We also gave her a small recorder which we recorded Barney's songs.

When I was not there Laura could look at the photos and listened to the Barney's songs. Laura also brought a Barney with her every time when she went to Norwood.

After I gave birth to my son Vincent, he started attending Norwood when he was 8 months old. Vincent got along with the staff and the other children in the program. I still remember Ewa encouraging me to leave the room so that Vincent could adapt to the school environment easier. Ewa and Margaret were so helpful and patient taking care of the kids in the Tree Room. Vincent started Head Start when he was 3 and half years old and stayed for 2 years. The staff in Head Start, especially Rosa and Miljana helped Vincent's development. The staff encouraged me to trust them to allow him to participate in program. It was good for me to have a break from the kids.

I didn't have to worry about the care they were receiving at the Centre. I felt less stressed and I don't have to be with them 24 hours a day which made me more relaxed.



Also, Family Support Workers, like Rose, Jessy, and Carola helped me learn about how to be a parent and how to be patient with kids. I attended parenting groups and by sharing information together with others it helped me grow as a parent.



Around this time we happened to see a house being built a block away from the Centre. It was the right price and location for us. We got the house and that is when we felt that we were a part of a community. I volunteered in the kitchen on and off for about 8 years. During these years I enjoyed setting up fruit trays for staff meeting and snacks for the programs. I wanted to volunteer because I want to feel a part of the community. I currently drive a school bus and Norwood allows me to park my bus in the parking lot in the evening. So to me it was also important to volunteer as a way to say thank you.

When both Laura and Vincent were attending elementary school, they joined the Planet Norwood program after school. They both participated in indoor activities such as arts and crafts, lego building, foosball, and air hockey, and in outdoor activities such as ball hockey, soccer, and playground games.

Laura was in Planet Norwood until she was 13 years old and then became a junior volunteer. Laura helped kids with homework,

helped set up indoor and outdoor activities, and set up for Friday night events. Laura volunteered every Friday during the school year for almost 4 years, accumulating a total of over 150 hours of service. Laura started working at Norwood in August of 2017 as the Summer Student Administrative Assistant. She worked in the position for one month, prior to returning to school in September. Now she is a casual staff at Norwood with duties such as childminding and working as reception.

Laura is now 20 years old and she is a second year university student. Vincent is almost 17 year old and is in grade 11. Laura and Vincent both have been in Kung Fu Martial Arts for eight years and now both help teaching the kids Kung Fu class. By attending the programs at Norwood, both of my children gained social skills and learned about leadership skills. They learned how to help others and why it is important to help others.

For almost two decades, our family has been receiving a lot of support from the staff at Norwood. Our family appreciates all of the help from the staff of the Centre. Norwood Child and Family Resource Centre is a great resource for families with young children.

Written by Nancy Lau
(Mom of Laura and Vincent)





956

hours were provided by
81 volunteers

37,947

nutritious snacks and meals
were served



2,825

referrals were provided to
participants to access
external community supports



All data collected from the 2017 Parent Survey, our Annual Output Report and our Initial Screening. We would like to thank participants for sharing this information with us.

Financial Statements



REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARIZED FINANCIAL STATEMENTS

To the Members of Norwood Child & Family Resource Centre

The accompanying summarized financial statements, which comprise the summarized statement of financial position as at December 31, 2017 and the summarized statement of revenues and expenditures for the year then ended, are derived from the audited financial statements of Norwood Child & Family Resource Centre as at December 31, 2017. We have expressed a qualified audit opinion on those financial statements in our report dated February 28, 2018 (see below).

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

Management's Responsibility for the Summarized Financial Statements

Management is responsible for the preparation of the summarized audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

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."

Opinion

In our opinion, the summarized financial statements derived from the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2017, are a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations. However, the summarized financial statements may be misstated to the equivalent extent of the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2017.

The possible misstatement of the audited financial statements is described in our qualified audit opinion in our report dated February 28, 2018. Our qualified audit opinion is based on a common issue for not for profit organizations. Norwood Child & Family Resource Centre derives revenue from donations the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of Norwood Child & Family Resource Centre. Therefore, we were not able to determine whether any adjustments might be necessary to donation revenue, excess of revenues over expenses, and cash flows from operations for the year ended December 31, 2017, current assets and net assets as at December 31, 2017. Our qualified opinion statements that except for the possible effects of the described matter, the financial statements present fairly, in all material respects, the financial position of Norwood Child & Family Resource Centre as at December 31, 2017 and the results of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Coylé & Company
Coylé & Company Chartered Accountants
February 28, 2018
Edmonton, Alberta





Financial Statements

Norwood Child & Family Resource Centre
Summarized Statement of Financial Position
December 31, 2017

	2017	2016
ASSETS		
Cash	\$ 446,745	\$ 383,214
Accounts receivable	70,486	102,147
Short term investments	254,824	514,130
Prepaid expenses	26,974	21,544
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	799,029	1,021,035
LONG TERM INVESTMENTS	-	251,032
TANGIBLE CAPITAL ASSETS	33,717	45,295
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	\$ 832,746	\$ 1,317,362
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 301,719	\$ 284,137
Deferred contributions	330,346	823,683
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	632,065	1,107,820
DEFERRED CAPITAL CONTRIBUTIONS	33,716	42,577
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	665,781	1,150,397
NET ASSETS		
Unrestricted	63,495	63,495
Internally Restricted	103,470	103,470
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	166,965	166,965
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	\$ 832,746	\$ 1,317,362



Norwood Child & Family Resource Centre
Summarized Statement of Revenues and Expenditures
Year Ended December 31, 2017

	2017	2016
REVENUE		
Private and public grants	\$ 4,486,321	\$ 4,187,084
FCSS - Child and Family Support Program	572,615	572,615
Other	301,436	217,394
FCSS - Relentless Connector Framework Program	200,000	133,333
Community Adult Learning Program	73,639	56,375
Casino	58,537	45,583
Interest	9,702	17,524
Amortization of deferred capital contributions	8,861	6,121
Donations and fundraising	7,081	6,991
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	5,718,192	5,243,020
EXPENSES		
Salaries and wages	3,680,186	3,595,494
Employee benefits	562,636	561,551
Contribution to Boyle Street Community Services	301,357	17,788
Consulting fees	300,786	307,272
Professional services	164,709	30,410
Conferences, seminars and staff development	111,068	104,017
Repairs and maintenance	97,203	83,376
Transportation costs	87,520	79,805
Telephone and utilities	82,571	41,476
Rental	79,788	63,410
Program expense	79,478	118,144
Office supplies	61,162	72,507
Travel	34,985	50,170
Equipment purchases	29,175	64,327
Professional fees	15,226	15,113
Amortization	11,579	10,056
Insurance	11,019	9,605
Vehicle	6,108	2,190
Volunteer	1,261	1,309
Accreditation	375	15,000
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	5,718,192	5,243,020
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DEFICIENCY OF REVENUES OVER EXPENDITURES FOR THE YEAR	\$ -	\$ -

Supported by:



RBC Foundation

