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promise

newsletter to the community / Issue 2 / July 2008

Volunteer Needs

Terra is always looking for more volunteers, there are many ways you can help to support young families in our community. Currently there is a need for: assistance with donation pick up and delivery, food preparation for group activities, childcare helpers, office support. Please contact Patty Peel the Volunteer Coordinator if you would like more information.

Dates to Remember:

July 5, 11:00 a.m. – 2:00 p.m.: Terra Alumni are invited to a family picnic at Hawrelak Park. Current clients and Ambassadors will be in attendance and it should be a great family day.

Please RSVP your attendance to Doreen at 428 – 3772.

Terra Board of Directors

Sylvia Nasserri President
Meghan DeRoo McConnan Treasurer
Cam Miles Secretary
Ricki Golick Board Member
Silva Lusk Board Member
Jo Ann Nettleton Board Member
Clive Oshry Board Member
Corinne Petersen Board Member
Regan Ketchum Client Rep
Crystal Graae Client Rep

2008 Annual General Meeting

On March 26, 2008, the Board of Terra Centre for pregnant and parenting teens welcomed over 100 supporters, volunteers, clients and staff to its 2008 Annual General Meeting at the Royal Glenora Club. The evening was truly a celebration of success over the past year – the success of pregnant and parenting teens across Edmonton.

We know that we could not fulfill our mission without the outstanding encouragement and assistance we receive from the community. In 2007 thousands of hours of time were provided by committed volunteers, hundreds of gifts in kind helped to give our young families just a little more comfort and hundreds of thousands of dollars were donated to enhance programming and build a better future for some of society's most vulnerable.

Thank you to all who support Terra, our clients and their families. We hope you know just how much we appreciate your support.

A copy of the 2007 Report to the Community and audited financial statements can be found at www.terraassociation.com

Awards Presentation

Community Awards:

Heart of the Community Award

- Kentwood Ford
- Kids Furniture Gallery

Many Hands Award

- Eastern Star, Edmonton Chapter #19

Heart and Hands

- Valerie Boisvert

Spirit Awards

- Hilton and Michelle Dinner
- Ron Hayter

Volunteer Awards:

Child and Family Support Centre

- Marilyn Slemko

Program Support

- Dianne Swabey

Labour Support

- Marie VonReitmyer

Friends & Mentors

- Katherine Hutter



Happy summer to everyone!

I would like to extend my sincere wishes that each and every one of you have a wonderful summer and find some time to relax and enjoy the company of your family and friends. I am so honoured and privileged to work with a wonderful group of volunteers who make up the Terra Board of Directors. They are an invaluable group of individuals who have dedicated much to Terra over the last number of months. We so appreciate all the contributions individual members and the Board as a whole make toward fulfilling the mission of Terra and for providing sound governance.

Since January 2008, the Board has been working on a Strategic Plan to take Terra forward over the next three to five years. The Board plays a critical role in evaluating the future needs of the community, clients and Terra. Their collective expertise, experience and passion are so important throughout this process. They have worked with Emerging Directions to conduct an environmental scan to ensure the goals and objectives will reflect the needs of the families we serve and the community.

The Board has been a strong supporter of the Fund Development Strategy, with 100% participation in giving of their own financial resources and connecting Terra to individual and organizational contacts who might be interested and able to support Terra.

100% of the Board members supported the annual Promising Futures event in April as table hosts. They have participated in Terra Tours, shared their passion for the work Terra does with friends, families, neighbours and colleagues and have spent hours on the phone offering personal thanks to donors for their support.

We owe a special thank you to Board Chair Sylvia Nasserri who has shared her personal story of teen pregnancy with hundreds of people over the past few years, helping them understand the importance of community support for pregnant and parenting teens. Her message is one of hope and fulfillment for the future of teen moms, dads and children. These are only a few of the contributions the Board has made over the past year. Your commitment and willingness to draw on your own resources to help strengthen Terra as an organization is so very appreciated.

Thank you,
Karen Mottershead
Executive Director

Inspiration: Sarah Morris

Sarah Morris, a single parent of three children, Caiden who is 3 and medically fragile and Nicholas and Meadow who are one year old twins, will graduate from Braemar School in June.

"I will be the first person in the Morris family to graduate high school and I am so proud of that," Sarah explained as she shared her story at both the AGM and Promising Futures Breakfast. "Getting pregnant at such a young age changed my direction in life. Terra steered me to where I am today and the staff there are guiding me to my next steps. I am now full of hope, life, determination and motivation. Thanks to Terra, I know I will succeed!"

Her story so moved one guest, she was asked to present at the Edmonton Realtors Foundation Annual General Meeting. To read Sarah's complete presentation visit www.terraassociation.com

Young dads committed to being the best they can be

On June 7, Terra hosted a Father's Day celebration at Terra Centre. Sixty attended which included young dads, their partners and children. The weather held out for a BBQ, 3 on 3 basketball and street hockey. The children enjoyed the Blue Dog Astro-Jump and the many activities facilitated by staff. Family photos, gifts for all the children and dads were greatly appreciated.

"We wanted to capture the essence of Father's Day," says Justin Tardif dad's outreach worker. "After all, our dads are no different than any others – they simply want to be the best fathers they can be."



Ron Hayter recipient of the Spirit Award shares his belief about the importance of education and how the Jac'y Hayter Achieving Dreams Scholarship supports post secondary education.
Photo Credit: Valene McKenna

Top: Sarah Morris holding her one year old twins Nicholas & Meadow.
Bottom: Jessica Ulricj, Rob Barclay & son Leland, family photo at Fathers Day event
Photo credit: Jason Shebansky



Terra welcomes Manager Resource Development

Patrick Cadieux recently joined the Terra team as Manager Resource Development. Since February Patrick has immersed himself in the events happening at Terra, including Promising Futures, the Ambassador Program and alumni relations.

Patrick comes to Terra from the Global Development Division, Central Development Office, University of Alberta. "I was looking for an organization that works with young parents," says Patrick. "I have young children of my own, and I know how important support is. I was really attracted by Terra's mission." Flexibility was also critical as Patrick has two children, a wife and is working towards an executive MBA.

Young Dads Outreach Program

For young dads, the barriers to success seem overwhelming. Many struggle with employment, housing, lack of family support and positive role models.

The Young Dads Outreach Program provides non-judgemental support for dads who want to be involved in their children's lives. The program teaches them about the responsibilities of parenting, and helps to build positive parenting skills.

With ever increasing numbers of dads seeking services, Terra sincerely appreciates the outstanding generosity of the Edmonton Community Foundation in providing \$60,000 a year for 3 years to help strengthen services for young dads.

Promising Futures 2008

Promising Futures 2008 took place on April 10 at the Sutton Place Hotel. Over 270 guests arrived at 7:30 a.m. and were back out the door by 8:30 a.m. There are so many people and organizations we would like to thank:

- Table Hosts- it is your commitment to inviting friends, family and colleagues that continues to make Promising Futures the success it is
- Board Chair Sylvia Nasser, Joe Goulet, Marcella Boss and Sarah Morris – Terra clients and alumni for sharing your stories of hope and inspiration
- Terra Ambassadors – some of whom arrived at 6:30 a.m. with children in tow, demonstrating outstanding commitment to Terra, greeting guests and making them feel welcome and appreciated
- The Sutton Place Hotel – for providing rooms for some of the moms and kids to stay the night before
- Attendees and donors – for your positive response in supporting the moms and dads who so want to do a great job raising their families, and will succeed with a little help from the community

The results:

- An outstanding \$222,960 dollars in donations and pledges over the next five years were received (74% of attendees made a one-time donation or pledge)
- An increase in members of Promising Futures from 12 to 26: Members of Promising Futures commit to a minimum of a \$1000 a year pledge for 5 years
 - 19 HOPE members (pledging \$1,000 per year for five years)
 - 3 DREAM members (pledging \$5,000 per year for five years)
 - 3 BELIEVE members (pledging \$10,000 per year for five years)

As a result of pledges to Terra from the Promising Futures event over the last 4 years Terra will receive \$125,000 in donations in 2008. These funds support Services for Young Dads, resources and equipment for the Child and Family Support Centre and help to sustain our core services of community outreach serving over 500 young families a year.

Your financial support and positive encouragement helps to create a path to success for these young families. The Board and staff at Terra sincerely appreciate your support, but more importantly, our clients thank you.



A record breaking 34 students from Braemar School participated in the 2008 graduation ceremonies at City Hall June 20. Sandi McIntosh (daughter to Ron Hayter) was on hand to present the Jac'y Hayter Achieving Dreams Together Scholarship (\$1,000) to Crystal Graae who is pursuing her education degree. The Reaching Upward Scholarship (\$1,000) designated for a Terra Ambassador and gifted in part by Jillian Campbell, was presented to Sarah Roberts who has been accepted into the University of Alberta's Faculty of Nursing.

Photo credit: Jason Shebansky



Terra Ambassadors were on hand to greet guests and to extend a thank you to donors at the donor recognition activity hosted an hour prior to the AGM. Photo credit: Valene McKenna

Ambassadors for Life

"We want to be sure the young parents involved with Terra understand how much the community supports them," says Patrick Cadieux, Manager, Resource Development, when asked about the newly created Ambassador's Program at Terra. "I think it's been a real eye-opener for most of the members of the program, to experience the joy and goodwill from people that support Terra."

It all started as an improvisation to secure client participation for events such as Promising Futures, United Way speaking engagements, Terra Tours and the AGM. It turned out to be a wonderful opportunity to provide coaching and training in public speaking, social skills and leadership as well as increasing self esteem when these young people realize their community really does care about them and their families.

"We have many young parents interested in participating in this type of program," states Patrick. "We will spend the summer formalizing the program, setting up goals and a road map of how to develop the program."

Braemar School has agreed to provide credits for students volunteering in the Ambassador Program; two members have applied to sit on the Terra Board as client representatives and Terra is looking at reinstating the Peers Educating Peers Program; Ambassadors will visit Jr/Sr High Schools to share their stories and the challenges of teen parenting.

The ambassadors have also recently spent time calling donors from the Promising Futures event to thank them for their donations and to invite them to their graduation ceremony in June. They have also participated at several donor recognition events; Sintra Engineering, Kentwood Ford, Servus Credit Union.

"Being a Terra ambassador is a chance for moms who are attending school to get together to spend time with each other and work in the community," says one Terra ambassador. "I want to help the community understand what teen moms are going through on a day to day basis. We want an education and we also want to be good parents, but it is a big job at times."

"I'd like to see more girls involved. I've met so many great people; it's been a great networking opportunity; and it's a comfort to be with people who know and understand what it is like."

"When one of the ambassadors expressed a bit of sadness that they would be leaving Terra this summer, just when this program was getting started, I reassured her that once a Terra ambassador, always a Terra ambassador," says Patrick. "The successes these young people experience create the very best stories for us to share."



Photo credit: Jason Shebansky