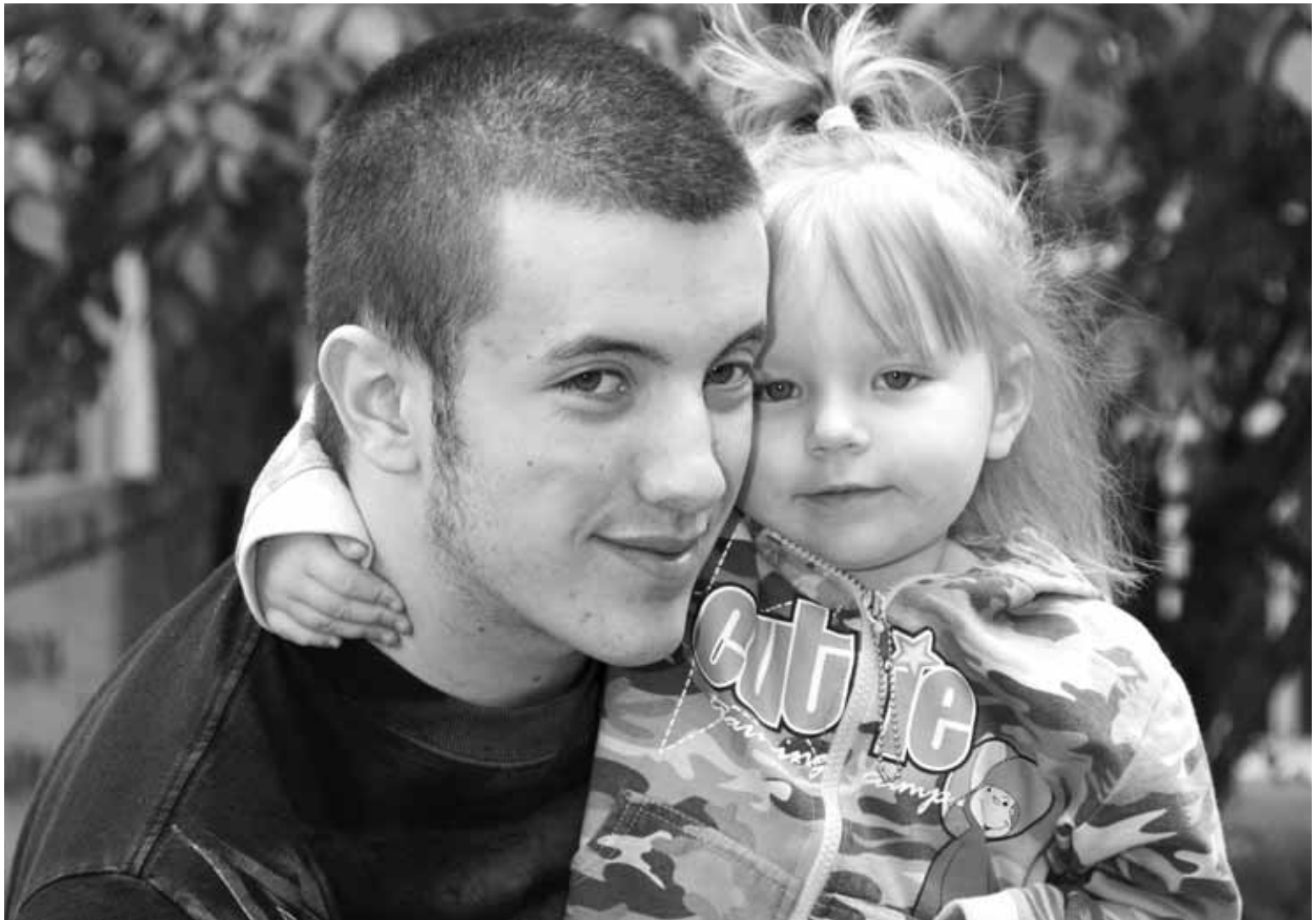




**terra**

Centre for pregnant  
& parenting teens

*Community Report 2010*



## *mission*

Empowering teen parents to succeed.

## *vision*

Pregnant and parenting teens are successful individuals raising healthy resilient children.

Terra supports and encourages teen moms and young dads to recognize their potential as nurturing parents and successful members of our community.

The diverse programs we offer improve the lives of approximately 600 teen parents and their children in the Edmonton area each year.

Thanks to our generous funders and donors, our committed volunteers and community partners, and our tireless staff, we are able to witness the difference Terra makes in our community every day.

# *the power of potential*

2010 has been a great year. Our amazing staff and board, along with long-standing and new supporters, donors and volunteers, made it possible for Terra to make strides in improving the lives of pregnant and parenting teen that surpassed our expectations!

In addition to serving over 600 teen parents and their children, our amazing staff were still able to give so much: they participated in numerous research projects, mentored over 15 practicum students, dedicated time to new partnerships, contributed to many external working committees, shared their wisdom and experiences at conferences, conducted tours for more than 150 visitors and so much more. They are shining stars and we acknowledge their commitment and dedication to Terra's mission.

Highlights from the year include a new home for two young families, a new outdoor play space at Braemar School for the children and parents to enjoy during the warmer months, a service provider network dedicated to improving the lives of teen parents and their children as well as a collaboration with the provincial government that will improve teen parents' ability to complete their high school education. We've expanded on all of these activities within the pages of this report and hope you'll take the time to learn more. Overall, we are so proud of the progress we've made and continue to make in ensuring the young people we serve meet their potential as parents and contributing members of our community.

As we wrap up 2010, it's clear that we have so much to look forward to over the next year: our 40th Anniversary Picnic Celebration (mark June 25, 2011 in your calendars), social enterprise activity, a new partnership with Capital Region Housing and a refreshed strategic plan with significant emphasis on partnerships, collaboration and community leadership. We will be challenging and stretching Terra in some new ways; ways that we hope will create more opportunities and success for teen parents and their children.

We want to take this opportunity to extend a huge thanks to our financial and in-kind donors, funders and volunteers for their amazing contributions in 2010. Your efforts helped to strengthen the future for young parents, their children and our community. Together we are making a difference. We see it every day!



Sylvia Nasser  
Board Chair



Karen Mottershead  
Executive Director

## *Family Outreach*

Our Family Outreach program offers short-term and long-term (up to five years) support to pregnant and parenting teen moms up to the age of 19 and expectant and parenting young dads up to the age of 24.

We work with each client individually, discussing their options and tailoring support services to meet their specific needs and circumstances. Some of the services we're able to offer include:

- pre/post natal education and support
- parenting education
- assistance in securing financial support
- in-home parenting support
- assistance in securing childcare
- a clothing exchange (or Clothes Closet)
- linking families to community resources
- advocacy
- crisis intervention

## *Education Support Services*

We know that high school completion is the first step towards success for many young parents. Working in partnership with Braemar School, an Edmonton Public School, Terra's Education Support Services team provides pregnant and parenting teen moms with the support they need to reach their education goals. Some of the ways Terra helps include:

- on-site counselling
- group activities such as our breast-feeding support group
- pregnancy and parenting support
- financial literacy and income tax support
- a youth leadership program
- a quality on-site early learning facility (specializing in infant care)

## *Housing*

Young parents face many challenges in securing safe and affordable housing. We provide hands-on coaching for young parents who need to learn how to access and maneuver through the systems that relate to housing.

Activities include:

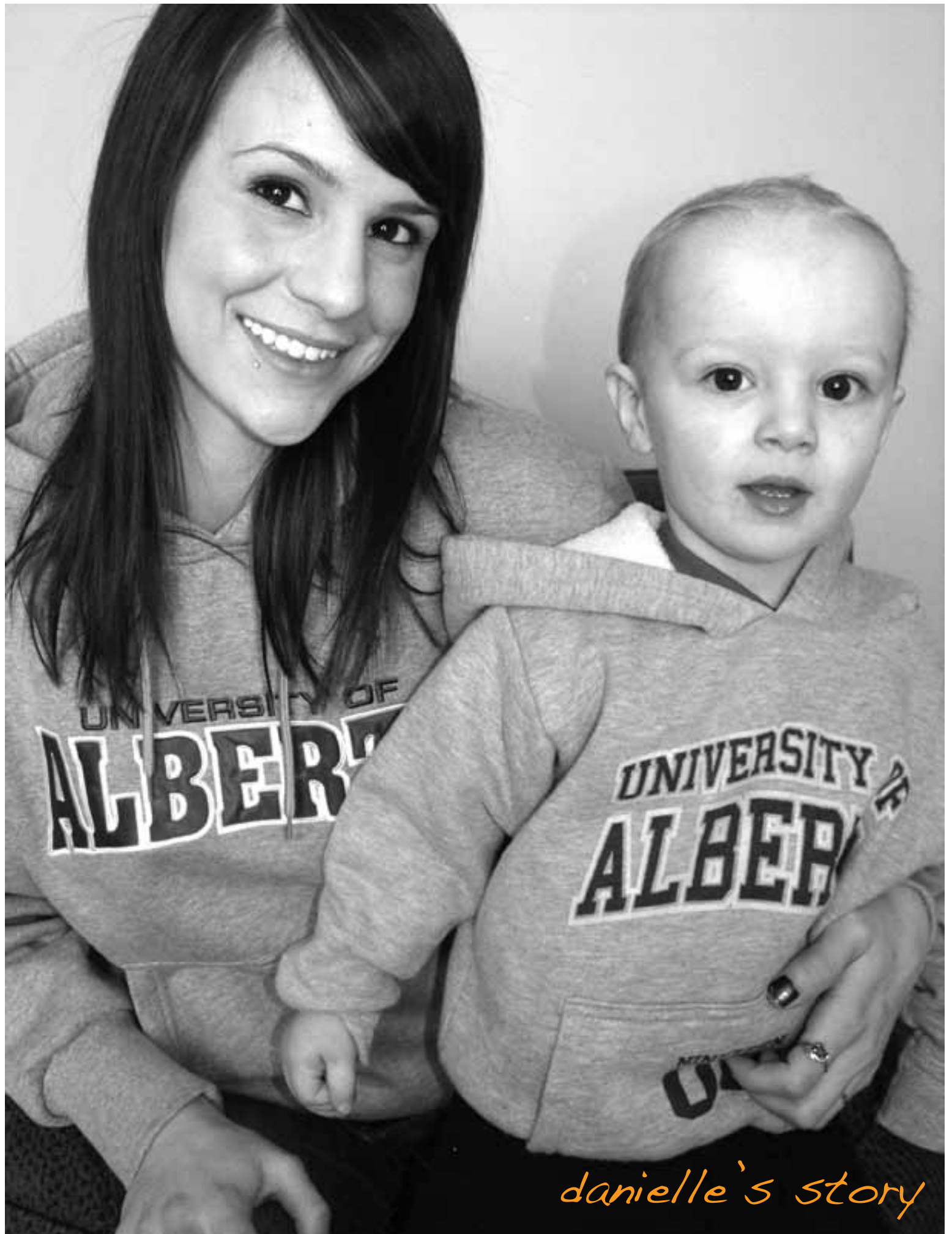
- assistance in searching for housing
- screening potential accommodations and completing required paper work
- advocating with property management companies
- help finding funding sources
- support connecting to utilities
- conducting community referrals
- participation in community housing initiatives

Terra also operates two housing projects dedicated to teen parents and their children:

- Hope Terrace - a safe and affordable 13 suite apartment building located in North East Edmonton
- Braemar House - a two-family home located in the Ottewell neighbourhood.



*how we help*



*danielle's story*

## *Committed to Success*

To the outside world, Danielle Gerbrandt had it all. A beautiful, popular girl and successful student, Danielle had what others would perceive as a “perfect life”. What people didn’t know was that her family life was filled with tension.

Growing up, Danielle and her mother struggled to get along. When Danielle was a little girl, her mom made the decision to leave Danielle’s father: she knew the relationship wasn’t healthy and wanted a better life for her family. For many years, Danielle struggled to understand. Danielle often picked fights with her mother, blaming her for tearing the family apart.

Despite a difficult home life, Danielle was able to hide her frustrations and fully commit to being the “perfect girl”. She even began dating the “perfect guy”. Danielle was so preoccupied with living up to the image she’d created for herself that she ignored the warning signs telling her that the relationship was bad news. Eventually growing tired of the façade and the abuse, Danielle found the strength to break-up with her boyfriend. Then, she found out she was pregnant.

Danielle was devastated but knew that she wanted to parent her child. She gave birth to her beautiful son, Zachary, on February 3, 2009. Her focus shifted from thoughts of travelling the world and going to university to being a mom. Danielle enrolled at Braemar School, the Edmonton Public School partnered with Terra, where she found incredible support. Thanks to the Terra Childcare Centre on-site at Braemar, Danielle was able to continue her education while breast-feeding her son. The staff at the centre taught her about child development and offered helpful parenting tips.

Danielle also joined Terra’s Youth Leadership program where she discovered that her dreams of having a successful career were not over. The Youth Leadership program provided Danielle with opportunities to develop her public speaking abilities, learn about social issues and advocacy, and give back to her community. During her involvement in the Leadership program, Danielle’s confidence grew. As a Terra Ambassador, Danielle participated in variety of agency events (including the First Annual Baby Heroes Launch) and became a Peers Educating Peers presenter where she, along with her son Zachary, would talk to junior high and high school students about the challenges of being a teen parent.

When asked to describe the impact Terra has had on her life, Danielle says, “Terra helped me through one of the most difficult times of my life. They have set me up for success and with their continuous support, I cannot and will not fail.”

Danielle is a busy mom working hard to provide a bright future for Zachary. She is currently enrolled at the University of Alberta where she is working toward becoming a dentist. In 2010, Danielle was awarded the Jac’y Hayter: Achieving Dreams Scholarship - a scholarship made available to students enrolled in post-secondary through funds generously donated to Terra by the Hayter Family. In between classes, labs and parenting, she still finds time to stop in at Terra and see how she can help out. Danielle no longer worries about having a “perfect life”. Instead, her focus is on living a meaningful life that her son will be proud of.

# *the year in review*

We could go on for pages and pages about all the amazing events and activities that took place over the last year but we know you're busy people so we've managed to narrow it down to a few highlights for you.

More information about all the great stuff that's happening at Terra can be found on our website at [terraassociation.com](http://terraassociation.com).

## *Playground Expansion and Community Garden*

After many months of dreaming and planning the Terra/Braemar School Playground Expansion and Community Garden project finally became a reality this fall when 30 volunteers with the United Way Engineering Challenge Day of Caring descended upon the school and built the structural components in one day.

The playground was almost doubled in size to include a garden area with an open green space, raised-bed perennial gardens, fencing, entrance arbours and tree benches.

This spring, the students, their children and both Terra and Braemar staff will plant vegetables that can be sown, harvested and used for cooking activities in the childcare centre as well as in the foods classes offered as part of the school curriculum. We envision the garden site as a welcoming natural space for everyone at Braemar School.

## *High School Completion*

In 2009, we completed a study on improving pregnant and parenting teen high school completion rates. According to that study, the rate of high school completion for teen parents is approximately 25%. A dismal and unacceptable statistic.

Our research was shared with Ministers from Alberta Employment and Immigration, Alberta Education, and Alberta Child and Youth Services. All three Ministers expressed support and committed to working across ministries with Terra, Braemar School (Edmonton) and the Louise Dean Program (Calgary) to improve the success rate of teen parents completing high school.

Over the past year, we have been working collaboratively and creatively to design a demonstration project that will make a difference. It's not about increasing funding but rather finding new and better ways to use the funds that currently exist to provide teen parents with greater opportunity to be successful students.

Research states that high school completion is fundamental to having a strong and self-reliant future. We know we're on the right path and are grateful for the cooperation and enthusiasm the senior officials within these three departments have shown while working with us over the last year. We look forward to launching the demonstration project in 2011 and sharing great results.

## *Braemar House*

Securing safe and affordable housing continues to be one of the biggest challenges teen parents face. Most have never lived on their own, they often lack references, are underage and face discrimination from landlords.

This year, Braemar Baptist Church offered to help by providing two teen moms and their kids a place to call home.

Braemar House is a two-family home located just minutes from Braemar School. The home features two two-bedroom units with shared kitchen and laundry areas and a large backyard for the kids to play in.

Braemar House is so much more than a house. It's a safe and supportive environment for two young families to learn how to live independently. On behalf of the teen parents living at Braemar House, we want to say thank you to Braemar Baptist Church for making such a huge difference in the lives of some of our community's most vulnerable families.

## *Network for Teen Parents*

We believe no child should slip through the cracks and that applies to both teen parents and the children they are raising. Many of the teen parents we work with face multiple barriers and have a great number of things to work on – all of which are very difficult to deal with.

There are many organizations in our community that serve teen parents as part of their greater mandate. Collectively, we recognized that a disjoint exists in accessing and providing services for teen parents.

Terra has been facilitating a process to bring agencies together to form a network. The possibilities are exciting: better coordinated services, sharing of resources, collective advocacy and, most importantly, more positive outcomes for teen parents and their children. There is great enthusiasm emerging within the network and we welcome others to join us.

The Teen Parent Network is open to any group operating in the Greater Edmonton Region that serves teen parents in some capacity. The intention is to grow the Network over time.





### *Thank You*

Our board members are absolutely key to the success of Terra. The work they do has a direct impact on Terra's ability to help the teen parents we serve.

This past year was a particularly busy one for our Board of Directors. Completing an assessment of the building Terra occupies downtown, approving a feasibility study for a capital campaign, investigating social enterprise, supporting the agency's fundraising initiatives, and updating the strategic plan have kept these very skilled and committed folks on their toes!

We'd like to take this opportunity to say thank you to each of our Board Members for their tireless dedication. Thank you!

### *Saying Goodbye*

This year, we say goodbye to an amazing supporter of Terra. Closing in on six years of board service, Board Chair, Sylvia Nasser, has inspired us with her spirit and commitment. Over the years, Sylvia has generously shared her time and resources. She has taken Terra to new heights and motivated hundreds of people to see the potential in teen parents by sharing her own story. Thank you, Sylvia, for your exemplary service.

Sylvia will remain in reach as she turns over the reins to Vice Chair, Jim Klinge, in March 2011. With his strong commitment to community and knowledge of this sector, Terra welcomes Jim and looks forward to continued success as we move forward.

*our board*



Sylvia Nasseri  
Chair



Jim Klinge  
Vice Chair



Cam Miles  
Secretary



Ricki Golick  
Treasurer



Barb Hoff-Morin



Erik Holmlund



Jennifer Jennax



Stephanie Leavitt



DeAnn McNally



Corinne Petersen



Edwin Radke

Missing:  
Jo Ann Nettleton

## *Our Volunteers*

In 2010, more than 125 volunteers contributed over 2,900 hours to sorting through donations for our clothes closets, cuddling babies in our childcare centre, picking up and delivering bread donated by Bon Ton Bakery, helping the young people living at Hope Terrace prepare nutritious and delicious meals for the week, providing administrative support, guiding our vision and mission through involvement on our Board of Directors, helping us reach our fundraising goals, and much more!

The time and energy volunteers contribute to Terra make it possible for us to support teen parents in their efforts to be successful in raising healthy, resilient children and becoming contributing members of our community.

On behalf of all the teen parents in our community whose lives you have touched, thank you.

## *Our Donors*

The financial and in-kind gifts we receive from our individual and corporate donors play an important role in the sustainability of our programs. Legacy gifts made by Future Builders to our endowment fund and money pledged over time by Promising Futures Club Members play especially important roles in our ability to plan for the future.

The community support we received in 2010 helped us to keep our housing program alive, sustain an incentive program to encourage attendance at Braemar School, give away \$4,000 in post-secondary scholarships, build a fence around Hope Terrace to protect the children who live there, conduct 36 Peers Educating Peers sessions at 11 local High Schools giving over 1,000 students a realistic view on teen pregnancy and parenting and much more!

Thank you to all of our amazing donors! Without your support, Terra would not exist and the young people raising children in our community would find themselves alone during one of the most uncertain times in their lives.

### **Fact:**

The cost of diapers can sometimes force teen parents to cut back on major necessities like food.

### **Fact:**

Last year, our Baby Heroes campaign resulted in the collection of 116,431 diapers for young families in need.



*saying thanks*

# *our individual donors*

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Amanda Smith  
Elizabeth Smith  
Abigail Amith  
A D Somerville  
Natasha Soper  
Melissa Southorn  
Betty Sparling  
Charlotte St. Dennis  
Meagan St. Pierre  
Loretta Stadt  
Peter Stalenhoef  
Tamara Stecyk\*



Sandra Stemmer  
 Lizz Stephenson  
 Heather Stollery  
 William & Muriel Stollery  
 Daniel Stollery  
 Maureen Stone  
 Deborah Storlien  
 Judith Strachan\*  
 Cathy Strand  
 Standley & Kathleen Stuhec  
 Christine Sturm  
 Kathie Sutherland  
 Dena Sutton  
 Marie Szafron  
 Leslie Tanzi  
 Amy Tarasoff  
 Yaghoobpour Tari  
 Rachel Tassone  
 Peter Taylor  
 Joanne Tennant  
 Samantha Thiele  
 Ed Thiesseen\*  
 Carrie Ann Thomas  
 Amanda Thomson  
 Betty Thomson  
 Sabrina Topolniski  
 Anthony Tran  
 Bob Treidler  
 Barb Trepanier  
 Stephanie Trinh\*  
 Leanne Trinh\*  
 Kendall Tupker  
 Ania & Jethro Ulrich  
 Pamela Ungarian

David Usher  
 Andrea Usher  
 Dan Van Alstine\*  
 Jesephine Vanden Brink  
 Allison Vasseur  
 Cathy Verdin\*  
 Norman Viegas  
 Erica Viegas  
 Anne Vimtrup  
 Melissa Viste  
 Kristina Vyskocil  
 Betty Wade  
 Amanda Wagner  
 Amy Walchuk  
 Karen Walchuk  
 Carla Walker  
 Barry & Valerie Walker  
 Renee Walker  
 Jan & Brian Wallace  
 Anne Wansink  
 Elaine Warick\*  
 Peter Washburn  
 Irene Watson  
 Gary & Loris Webb  
 George & Roberta Wells  
 Elizabeth Welsh  
 Cristina Wendel  
 Colleen Wettlaufer  
 Stephanie Wheeler  
 Andrew & Nancy Whistance-Smith  
 Julie Whitney  
 Jean-Guy Wiat  
 Lauran Wiles  
 Catherine Williamson\*

Barb Wilser  
 Syrell Wilson  
 Lynn Wilson  
 Julie-Ann Wong  
 Llyn Wood  
 Sandee Wood  
 May Woodford  
 Heather Woodruff  
 Danny Woytiuk  
 Tracy Woywitka\*  
 Leanne Wruck  
 Margaret Wylie  
 Stephanie Yates  
 Leona Yez\*  
 Winnie Yiu-Young  
 Mary Zakordonski  
 Gary Zatko  
 Starr Zhang  
 Nick Zipchen  
 Kathryn Zittlaw\*  
 Shima & Zoe Zonneveld  
 Cindy Zukowski

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\* denotes five-year multi-year donor.

We have made every effort to ensure this list is complete and accurate. If we have made an error or omission, please accept our apology and contact our office at 780.428.3772 and we will correct our records.

# our corporate supporters

1383351 Alberta Ltd  
AAFRE  
Abbott Nutrition  
Arch Greenhouses  
ATB Financial  
ATCO I -Tek Inc  
ATCO Pipelines Edmonton  
Avonmore School  
B.I.M. Larsson & Associates  
Bethel Lutheran Church  
BGS Enterprises  
BLIFP (Brian Layton Infant Formula Program)  
Bon Ton Bakery  
Braemar Baptist Church  
Cameron Development Corporation \*  
Canadian Hadassah Wizo  
Canadian Red Cross  
Canadian Tire  
Canadian Western Bank Group  
Canterbury Foundation Social Club  
Catherine M. Long Professional Corporations  
Chimo Youth Retreat Centre  
Chomicki Baril Mah LLP  
Christmas Bureau of Edmonton  
Church of Jesus Christ of Latter Day Saints  
Cineplex Movies 12  
Cinnzeo Bakery  
CN Tower Community Services  
Costco Wholesale Canada Ltd  
CTV Television Inc  
D.E. Stollery Professional Corporation  
DECSA  
Denewood Productions Ltd  
Derrick Golf & Winter Club - Ladies Golf Club  
Don Wheaton Family YMCA  
Donald J. Masson Professional Corporation  
Dr. W. J. Sharun Professional Corporation \*  
Ecole Notre Dame  
Edmonton Chinese Lions Club  
Edmonton (Host) Lions Club  
Edmonton John Howard Society  
Edmonton Journal  
Edmonton Oil Kings  
Edmonton Oilers Community Foundation  
Edmonton Public Schools  
Edmonton Regional Airports Authority  
Edmonton Street Rod Association  
Edmonton The City of Champions  
Lions Club  
Edmonton Women's Connect Group  
Eldon & Anne Foote Fund at Edmonton Community Foundation  
Emerging Directions

Empire Theatres  
Ermineskin Quilters  
Executive Centre at Manulife  
First Foundation Inc \*  
Fort Saskatchewan Food Gatherer's Society  
Fort Saskatchewan Quilter's Guild  
Fountain Tire Corporation  
Ft. Saskatchewan Quilter's Guild  
Gateway Entertainment Centre  
Globex Foreign Exchange Corp  
Good Shepherd CWL  
Grace United Church  
Grant Ainsley Inc  
Grant Thornton LLP  
Grieve/Jones Family Fund at Edmonton Community Foundation  
Hahn & Houle LLP  
Hanna Financial Group Inc  
Honey Bunny Christian Day Care  
ImPReSSION Communications Inc  
J. Hokanson Family Charitable Foundation  
Jac'y Hayter Achieving Dreams Together Fund at Edmonton Community Foundation  
Johnson's Sewing Centre  
Kids' Furniture Gallery  
Kids Kottage  
Kids Up Front Foundation  
Kingsway Garden Mall  
Kuhlmann's Market Gardens & Greenhouses  
Ladies Aux To Strathcona  
Landmark Homes (Edmonton) Inc \*  
Laurie's Book Company  
Lazer Quest  
Ledcor Group of Companies  
Lessard Village Residents  
Lindisfarne Productions  
Lionsafe Security  
Londonderry Mall  
Low Flow Measurement  
M & Z Industrial Supply Ltd  
Manulife Financial  
Marvel College  
McDonalds  
N McDonald Professional Corporation  
Neonatrix Services Inc  
Nickle Family Foundation  
North Pointe Community Church  
Northside Alberta Works  
Optimax Benefits  
Order of the Eastern Star  
Ottewell Christian Reform Church  
Our Lady of Perpetual Help Church  
PCL Constructors Inc.  
Penelope Park Book Publishing  
Peterson Walker LLP, Chartered Accountants

Pro Active IT Management  
Production Die-Makers & Machine Ltd  
Pursuit Placement Group  
Quilter's Dream  
Rawlco Radio  
Ricki's  
Ritchie United Church  
Robinson Insurance Brokers Ltd  
Roche Enterprises  
Rotary Club of Edmonton South  
Royal Alexandra Hospital  
Salisbury Greenhouses  
Save On Foods  
Second Set of Hands  
Service Alberta  
Servus Credit Union Ltd  
Servus Kids Foundation  
Sherrick Management Limited \*  
Shopper's Drug Mart  
Sierra Developments Inc \*  
Silkroad Coffee Traders  
Sobeys  
St Michael Resurrection Parish  
St. Anthony's Catholic Women's League  
Strathern United Church  
TELUS  
Terra Education Fund at Edmonton Community Foundation  
Terra Marketing Group  
Terra Nutrition Fund at Edmonton Community Foundation  
The A.C.T. Edmonettes  
The Citadel Theatre  
The Kinette Club  
The Kolping Society of Edmonton  
The Muttart Foundation  
The Patchwork Network Quilters Club  
Union No 52 Benevolent Society  
Urban Outfitters  
Victoria School of Performing and Visual Arts  
Weir Bowen LLP \*  
West Edmonton Mall  
Whitemud Amusement Park  
Workers' Compensation Board  
Xentel DM Inc  
Zone 5AA Fusion

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## Statement of Financial Position

	2010	2009
<b>ASSETS</b>		
cash and short term investments	459,686	624,539
accounts receivable	218,543	65,079
prepaid expenses	46,818	68,416
	<b>725,047</b>	<b>758,034</b>
PROPERTY & EQUIPMENT	324,950	324,708
	<b>1,049,997</b>	<b>1,082,742</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
accounts payable and accrued liabilities	245,493	212,958
deferred revenue	254,090	361,230
current portion of mortgage payable	8,915	10,400
	<b>508,498</b>	<b>584,588</b>
DEFERRED CONTRIBUTIONS RELATED TO PROPERTY AND EQUIPMENT	92,504	85,526
MORTGAGE PAYABLE	24,261	31,268
	<b>625,263</b>	<b>701,382</b>
<b>NET ASSETS</b>		
unrestricted	225,464	183,846
invested in property and equipment	199,270	197,514
	<b>424,734</b>	<b>381,360</b>
	<b>1,049,997</b>	<b>1,082,742</b>

## Statement of Operation

	2010	2009
<b>REVENUE</b>		
Region 6 Child and Family Services Authority	699,641	665,588
Region 6 Daycare Subsidy	679,224	671,792
Other grants	421,030	432,352
Health Canada	292,690	227,074
Fundraising and Donations	287,973	278,253
Daycare Parent Fees	232,342	260,937
City of Edmonton FCSS grant	220,076	186,772
Hope Terrace Rent Recovery	211,960	173,823
Other revenue	99,884	89,870
Bingo and Casino Revenue	67,139	63,530
Other	39,590	69,701
	<b>3,251,549</b>	<b>3,119,692</b>
<b>EXPENSES</b>		
Salaried and Benefits	2,526,709	2,392,508
Program Expenses	143,526	145,740
Hope Terrace Rent	142,186	175,562
Recruitment and Staff Development	89,704	103,382
Occupancy Costs	84,798	89,003
Office Supplies	78,020	78,923
Resource Development Expenses	76,400	67,705
Amortization	44,924	34,811
Interest on Long-term Debt	1,908	2,411
	<b>3,188,175</b>	<b>3,090,045</b>
REVENUE OVER EXPENSES FROM OPERATION	<b>63,374</b>	<b>29,647</b>
Endowment Contribution	(20,000)	(20,000)
REVENUE OVER EXPENSES	<b>43,374</b>	<b>9,647</b>

# financial information

## Our Funders

Alberta Government  
Alberta Lottery Fund  
Anonymous Donor  
City of Edmonton – Donate a Ride  
City of Edmonton – FCSS  
Edmonton and Area Child and Family Services Region 6  
Edmonton Community Foundation  
Homeward Trust  
Muttart Foundation  
Public Health Agency of Canada  
REALTORS® Community Foundation  
Stollery Charitable Foundation  
United Way Alberta Capital Region

## Charitable Fundraising Act and Regulation Disclosure

Details relating to the Terra fundraising campaigns are as follows:

	2010	2009
Contributions Received	140,970	130,864
Estimated Value of Goods In-Kind Received	14,399	15,968
Total Gross Contributions Received	<b>155,369</b>	<b>146,832</b>
Total Expenses Incurred for Fundraising	81,863	71,107
Funds Used for Charitable Purposes	66,972	75,725
Funds deferred to 2011	6,529	0
	<b>155,369</b>	<b>146,832</b>

The estimated value of goods in-kind has not been accrued in these financial statements, in accordance with Terra's accounting policy on contributed goods and services, but has been disclosed above to provide additional information regarding the results of charitable fundraising activities.





**terra**

Centre for pregnant  
& parenting teens

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F: 780.425.5160

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**United Way**  
Member Agency