



terra centre
Empowering Teen Parents to Succeed



**Community
Report**

2015

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“When things are hard, I am so thankful for my Young Dad’s Outreach Worker. He supports me and listens to me.”
Gordon, Terra participant



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Children are at the Heart of the Matter

DeAnn Hunter
Board Chair

Karen Mottershead
Executive Director

The children of teen parents have great potential, like their parents, but living in vulnerable situations can compromise their future success.

2015 was a year filled with new opportunities, flexing of programs, increased demand for services and responding to an ever-changing external environment, but in all decisions and actions, children were always at the heart of the matter. The children of teen parents have great potential, like their parents, but living in vulnerable situations can compromise their future success. With a strong commitment to and focus on their health and well-being, we can help to ensure they will achieve their promising futures.

In 2015, we enhanced our early child development services, launching the FIND (Filming Interactions to Nurture Development) Program. In this 10 week video coaching program, parents have the opportunity to be filmed interacting with their children, with sessions being played back, in part to identify and reinforce parents' strengths and capabilities. Parents were truly engaged in this positive experience. We thank Alberta Government Human Services for making continued funding for FIND possible.

The Early Learning and Care Provincial Childcare Curriculum was at the forefront of our work this year. Our Child and Family Support Centre played a significant role in piloting and implementing the curriculum as well, inspiring other sites. Our leadership staff participated in numerous early childhood development committees and initiatives, bringing expertise and critical thought to the planning of local and provincial services for our youngest citizens. We were extremely proud to have been a recipient of the Government of Alberta Child Development Professional Awards of Excellence in the "Program" category. Our Centre was a showcase for illustrating exceptional programming and care for infants and toddlers. Over two hundred visitors toured the Centre this year, with the majority commenting on the calm,

nurturing environment that is so important for the 54 infants and 10 toddlers enrolled there.

The evaluation plan to examine our safe and affordable housing support model for teen parents and their children was developed in partnership with Community University Partnership for the Study of Children, Youth and Families (CUP). Along with our housing partner, Brentwood Family Housing Society, we are very much looking forward to learning more about the impact our approach has on children. The extensive data we are collecting in 2016 will be very telling. We are grateful to Brentwood for the flexibility and support they demonstrate to the young families we serve, often making individual accommodations to help them maintain their tenancy, ensuring their children have a safe roof overhead.

This year we sharpened our lens on program evaluation, laying the foundation for a comprehensive agency review in 2016. Program models, outcomes and measurement tools will be evaluated by a consultant to ensure we are aligned to evidence-based practice and families are receiving excellence in service delivery. As a result of an extensive agency reorganization, a number of new leadership positions emerged, which will have direct positive impact on the growth of Terra: Director Knowledge Learning and Evaluation; Manager Early Childhood Development Programs; and Manager Housing Support Services.

2015 positioned Terra for a strong future – a future where we envision every child reaching their full potential. We thank our community of volunteers, donors, funders and supporters for being a part of Terra realizing that future.



Q&A with a Young Mom

Elizabeth Donnelly
& Her Daughter Aurora

Terra has shaped me into an individual with a drive for success and the strength to get through this part of my life.

Q. What is your greatest goal as a young parent?

A. The most important goal I have is to give my daughter a future of opportunity and stability.

Q. How has Terra helped you work toward your goal?

A. Terra has provided me with the stability and support needed to get through school while being the best parent I can.

Q. Since being connected to Terra, what has been your proudest moment?

A. It's hard to pick one moment. Terra has shaped me into an individual with a drive for success and the strength to get through this part of my life. From getting my report cards to public speaking, there are so many things I thought I wouldn't be able to accomplish or be given the opportunity to do. Going to sleep feeling proud of myself as a parent and being able to think about my future with wonder instead of panic. Those are the experiences that have made me proud.

Q. What is one thing about young parents that you hope more people will understand through Terra's work?

A. I hope more people will understand the love we have for our children and how capable young parents are of success.

Q. What would you say to a young parent who is thinking about reaching out to Terra?

A. I would just say that I know you have the strength to do this. There are so many young moms who have been exactly where you are, and we are doing it. With Terra, you WILL do this!!!



Photo by Jennifer Szott Photography

Q&A with a Young Dads Outreach Worker

Gary Bentham



Q: What first interested you in social work as a career?

A. I grew up disconnected from family and peers and always felt out of place and bullied. When it came time to choose what I wanted to do in my life, giving

back to future generations and helping marginalized groups just felt right. The social work field is broad (something that interested me) but it also allows me to focus on youth populations which is my passion. I also love that every day brings new challenges to take on. No day is like the last.

Q: What makes working with young dads unique compared to other forms of social work?

A. Young dads love their children. Most of them have their child as the background on their phone so they look at their face throughout the day, and they have countless photos and videos to share. They beam with pride as they talk about their child's first words or steps. Working with young dads has provided me with the most wholesome moments I've ever experienced in the workplace. And to these dads it doesn't matter if they see their child daily, on weekends, or hardly at all; all they want to do is share how amazing their children are.

Q: What has been one of your proudest moments since beginning your journey as a Young Dads Outreach Worker with Terra?

A. Being a part of the #IAmDad

#ParentingNotBabysitting social media campaign was amazing because Terra received such a great response from the public. However, my proudest moment was when the 19-month-old daughter of a participant ran to me for safety and security after she fell. After working for months with the family, she finally opened up and trusted me to make her feel safe and cared for. Since I am a big tattooed guy, moments like that always melt my heart. When a child trusts you, you know you're doing something right.

Q: What is one thing you have learned about young parents since working with Terra?

A. Young parents are resilient and resourceful. I'm always blown away when the families I work with are already so well connected in the community. I learn about more resources from my families than I do anywhere else.

Q: What would you say to young dads who may be considering reaching out to Terra?

A. There's an old saying that states "it takes a village to raise a child", and Terra would be honored to be a part of your community. We have some

amazing staff (if I do say so myself) who support you at your pace and meet you where you're at. You run the show because it is your family. We walk the journey with you and support you how you see fit. We have in-home support, dads group, family night, prenatal and parenting groups, and so much more. It's confidential, voluntary and FREE!

“Working with young dads has provided me with the most wholesome moments I've ever experienced.”



How Early Learning Contributes to Ending Poverty

Because early
childhood
educators connect
with parents on a
daily basis, they
have the ability to
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outcomes.

When poverty reduction discussions take place, early childhood education is rarely the first key factor to be mentioned. Yet there is extensive data to show that when accessible, inclusive, and affordable child care is available to families who experience poverty, there are significant benefits to the health and development of their children. 95 per cent of the families Terra serves live in poverty.

The Terra Child and Family Support Centre onsite at Braemar School provides an opportunity for teen moms to complete their high school education; a fundamental first step in breaking the cycle of poverty. The Centre offers an enriched quality early learning environment for children three weeks to three years of age and plays a leadership role in the community specializing in early learning and childcare for infants, toddlers and support for young families.

Children who experience poverty, especially those exposed to it over long periods of time, are at higher risk of health problems, developmental delays, and behaviour disorders. They are more likely to struggle in school and are more likely to live in poverty as adults.

Through the work of highly qualified early childhood educators (all with post-secondary education), the Centre offers a range of programs and services that support children in achieving their developmental outcomes. Early childhood educators administer developmental screening tools on a regular basis and conduct further assessments as necessary. A family literacy program (Books, Babies and More), an intergenerational visiting program, and referral and support to access other community services are also provided. In partnership with Alberta Health Services an onsite well baby clinic is conducted

to provide immunization services and to follow up on infant health, helping to ensure the emotional, social and physical needs of infants and children are met - a key factor in laying the foundation needed to rise up out of poverty.

Because early childhood educators connect with parents on a daily basis, they have the ability to influence family outcomes. They approach all daily engagement with families as opportunities to build relationships and engage in teachable moments. They have at their ready in-depth knowledge on issues related to healthy child development and parent child relationships, and are always keeping abreast of innovation in practice.

At Terra, we understand that without quality, affordable, and accessible child care, young parents and their children are less likely to be able to achieve the promising future they strive for - a future which includes breaking the cycle of poverty. This is why growing our early learning and childcare services is a priority to Terra as we move forward as an organization.

Currently, an expansion of services at Braemar School is underway adding an additional 10 new child care spaces for a total of 74. Also, in our future new home, Aurora Place, we will house an early learning and childcare centre with 64 more childcare spaces.

Addressing and ending poverty is a priority for our community, our participants, and our organization. Quality early childhood programs are essential to the health and well-being of both parent and child, and thus are essential to ending poverty. At Terra, we are already seeing the financial benefits of our early childhood programs for young parents, and we look forward to more positive outcomes.



C5 Collaborating for Change

None of us can tackle complex social issues like ending poverty on our own.

Terra is working on collective action in the community and on influencing social change with our C5 Partners; Bent Arrow Traditional Healing Society, Boyle Street Community Services, Edmonton Mennonite Centre for Newcomers and Norwood Child and Family Resource Centre. Together we are C5; giving voice to over 30,000 families that we collectively serve. We are a knowledgeable community resource and a sounding board for decision makers at all levels

of government, aligned with larger community initiatives such as EndPoverty Edmonton.

Through our C5 programs, Ubuntu and Relentless Connector, we are showing that if we work collaboratively as a team with families, parents and caregivers are better able to access the supports and connections they need to thrive. Ubuntu is serving 75 families and Relentless Connector 90 families. Working differently means focusing on families' strengths. Instead of asking what they would like to fix, we find out what is working well that parents and caregivers would like to build on. Early evaluation of these programs shows that our approach empowers families to take control of their lives and ensure theirs is a healthy and safe home for their children.

The C5 partners understand that some of the bigger social issues we face are overwhelming for families. Affordable, safe housing is one example that particularly affects many teen parents who are part of the Terra community. As C5 we are advocating for increasing the supply of affordable housing in our city. At the same time we are working to ensure that housing will be welcomed in communities where it is built. Terra's Youth Ambassadors are a wonderful resource for C5, giving voice to the issues that affect their everyday lives, helping Edmontonians to understand why affordable housing is such a pressing issue.

For Terra, success means breaking the cycle of poverty, empowering teen parents to achieve their full potential and ensuring the next generation a healthy beginning. However, none of us can tackle complex social issues like ending poverty on our own. By coming together, pooling our strengths, we believe that we will be able to make meaningful change.

“Being connected to
Terra reassured me that
I wasn’t alone. Once I
realized that, everything
else fell into place.”
Jessica, Terra participant.



Strengthening Hope Learner's Bursary

Focusing on studies is difficult when you are worried about finances, living without a secure source of funds, and often have no money left for groceries ...

We all know that high school completion is essential to securing financial stability and gainful employment in the important formative years following graduation.

For young parents, this need is twice as strong, as high school graduation will not only help to secure financial stability for them, but also ensure they are able to provide the best possible environment for their children to grow up in.

Unfortunately, teen parents face many barriers when it comes to obtaining their high school diploma. Focusing on studies is difficult when you are worried about finances, living without a secure source of funds, and often have no money left for groceries after paying rent and buying formula and diapers.

That is why at Terra, we know that teen parents experience more success when they are met with a multi-faceted, all-encompassing support system as they embark on completing their high school education.

In partnership with Braemar School and with funding from Government of Alberta, Terra has been able to offer just that through the Strengthening Hope Learners Bursary to young moms attending Braemar School.

Through the Strengthening Hope Learner's Bursary, young moms who meet the required criteria and are approved to receive funding are better able to cover the costs of day-to-day living and childcare expenses. With the financial strain and worry alleviated, a qualified early childhood educator watching their child in a stimulating learning environment, and the basic necessities now covered, these moms are now able to focus on high school completion increasing likelihood of self-reliance.

Terra has been administering the Learner's Bursary for three years for students attending Braemar School. During this time, two focus groups were held in which students were asked to provide feedback on the bursary and how it has impacted their lives.

Below are some of the results:

- 100 per cent of young moms polled reported improvement in their ability to manage financial and household matters
- 76 per cent reported having more optimism about their future
- 75 reported being more committed to graduating
- 71 per cent said they had noticed an improvement in their ability to complete assignments

In the 2013-2014 school year 83 per cent of the moms eligible to graduate did so and 51 per cent intended to enter a post-secondary program. Also worth noting is that Terra saw a decline in the number of requests from moms looking for bus passes, diapers, formula, food vouchers, and help with finances since the Learner's Bursary was implemented.

Since funding is dependent upon school attendance and course completion, young moms not only gain the financial ability to attend school, but also gain a sense of accountability. They know that their continued success is contingent upon their dedication and commitment, encouraging them to interact regularly with their Terra Educational Support Worker and maintain progress. At Terra, we know encouragement goes a long way, so we work diligently to provide

a learning environment where young moms are celebrated for every step they take towards graduation and feel supported when life throws them curve balls.

Ultimately, we want young moms attending Braemar School to know that we understand that life doesn't always cooperate with our plans, but that with hard work, perseverance and the right support system, they can achieve their promising futures.

Terra is proud that the Learner's Bursary was extended beyond its original pilot period to June 30, 2016 and that phase two of the project is set to begin in July of this year, guaranteeing funding for young moms until June 2019.

As an organization that prides itself on delivering a wide range of supports, services and opportunities for our young parents, Terra is committed to advocating for the continuation of the Strengthening Hope Learner's Bursary and for improved responses to the needs of young parents looking to complete their high school education.



Q&A with a Volunteer

Susan Mooney

Q: How did you first learn about Terra and what interested you most about what we do?

A. I first learned about Terra when I joined the Edmonton and District Quilters' Guild. I had just moved to Beaumont from Saskatchewan and the Guild had chosen Terra as the recipient for their baby quilts. The members were offered the opportunity for a tour and during the tour, I inquired about volunteering. With a background in early childhood education, special education, along with a career working in the not-for-profit sector and social justice, Terra seemed to be the perfect match.

Q: What is your favorite aspect about volunteering with Terra?

A. I particularly enjoy my time with the children. I have always been with those who are a bit older (toddlers, not the wee ones). Watching them explore their environment and seeing the development of their skills is such a wonderful experience. The staff offer many interesting opportunities for the children and show such dedication and interest in the young ones they care for and their parents as well.

Q: What have you learned about teen parents since you began volunteering with us?

A. The strength demonstrated by so many of these young people to improve themselves for the benefit of their children is incredible - the abilities that they demonstrate in taking on the responsibility to get themselves to school, traveling distances, and dealing with the challenges of parenting.

Q: How does Terra make volunteers feel appreciated and valued?

A. The warm welcomes that Terra staff share with me have always made me feel appreciated and valued.

Q: If someone was considering volunteering for Terra, what would you tell them?

A. I would tell them that Terra is an organization that is making a difference in the lives of young parents in Edmonton. I have heard from the parents themselves how the support provided by Terra has allowed them to face the challenges of parenting and provide them with the chance to make sure that their children do well.

Q: Why do you feel the work Terra does is important to the Edmonton community?

A. Providing the people within our community with supports to address the challenges they face results in a stronger community. This is a way to provide children with supports in their development and show people they are valued in our city.

Donor Story:

The Sweetest Gifts

Hilton and Michelle Dinner, owners of Edmonton's beloved Bon Ton Bakery, are proud long-time supporters of Terra. For them, philanthropy is engrained into their way of life and how the bakery operates. Known for its high-quality, delicious European-style baked goods, Bon Ton is equally passionate about building strong relationships and playing an active role in supporting the local community. For example, they consciously bake extra bread each day to ensure there will be enough left over to donate to Terra and other local organizations that need it.

Bon Ton focuses its giving on feeding the hungry and supports a number of programs that do so. For the Dinners, it's truly a pleasure to give back, and doing so allows them to greater appreciate their privilege and luck in life. In return, they expect nothing. "The greatest gift is the anonymous gift," says Hilton.

The Dinners were first introduced to Terra through their daughter-in-law, a volunteer at the time, about 12 years ago. Right away, they were drawn to Terra's non-judgemental and welcoming approach to serving young parents. "Teen parents need as much support and help as possible to make choices that are right for them," Michelle explains.

As a necessary service in the community, "it's an easy organization to support because the need is real and the services are provided unconditionally," says Hilton. "Contributing to Terra secures the future for some of these people." The Dinners believe it's important for young parents to be able to give their children a good start in life and have enthusiastically supported Terra in many ways over the years through in-kind and financial gifts.

Bon Ton was instrumental in helping Terra expand our accredited onsite Child and Family Support Centre at Braemar School. For the bakery's 50th anniversary in 2007, the Dinners and their business manager, Gerald Semler, chose to partner with Terra and launched the "Celebrating Milestones" campaign at Bon Ton to raise \$50,000 for the expansion. The Dinners made a lead gift in honour of their milestone and then encouraged community members to help mark Bon Ton's golden anniversary by celebrating their own personal milestones with a contribution to Terra.

Through the generosity and support of their customers, they successfully reached this remarkable goal in a month. As a result, Terra added an additional room to the Childcare Centre to accommodate more children, enabling 12 more teen moms to attend classes at Braemar and achieve their goal of graduating from high school. To this day, the opportunity to see the impact of their giving through this special campaign remains a favourite memory for the Dinners and Gerald.

The Dinners believe giving should be unconditional and that it is important to support community-based organizations like Terra, and most of all, to feel a real connection to the cause. Hilton advises those who want to find a creative way to give to do their research and find a cause they believe in.

As is common in life, things have come full circle for the Dinners. Through Bon Ton, they have provided opportunities to many individuals, because “people are marginalized due to lack of opportunity in life,” Hilton explains.

One day, a social worker stopped by the bakery and introduced her child. She was a former employee of Bon Ton from a number of years ago, and had also been a pregnant teen.





Aurora Place: A New Home

Four years of planning, collaborating and visioning are being realized. Aurora Place is a new community hub that Terra is building in collaboration with the Prince Rupert Community League and the Alberta Thai Association.

The new centre will be a welcoming place that encourages people from all cultures, generations, communities, and walks of life to come together to pursue their dreams, learn, celebrate and reach their potential. An innovative model for collaboration, the centre will be the beating heart of a geographic and virtual caring community that is accessible, strong, and inclusive. The centre will revitalize and engage the community and break new ground for effective use of City infrastructure to enhance quality of life and create and sustain connections among citizens.

The centre will expand Terra's potential to serve the community, enrich the quality of life and contributions for the members of all three organizations and strengthen Edmonton's cultural, social and community development. The new 23,500 square foot, 11 million dollar project will be built on the vacant site of formally Prince Rupert Elementary School (11515 113 Avenue). The conceptual design has been completed by Manasc Isaac Architects and Clark Builders have been secured for construction.



aurora
PLACE



CLARK
BUILDERS



MANASC
ISAAC

Terra administration and community based programs will relocate from our current building (9930 106 Street) to the new facility which will also house dedicated space for Prince Rupert Community League and Alberta Thai Association. It is an exciting new model for innovative and dynamic multi-sector partnership — representing culture, community and human services. The centre will also be open to use by other community groups and organizations.

Key features of the building include an Early Learning and Care Program for 64 infants and toddlers, a Learning Hub providing educational and career programs, and an event gallery with capacity for 200 people with a commercial kitchen. During the day, evenings and weekends the centre will be a gathering place for events, learning, cultural activity, volunteerism and community engagement.

To date \$5,012,534 has been raised for the project, and a public campaign will be launched summer of 2016.

Ground breaking is slated for the spring of 2017 with spring of 2018 as a target date of completion.

We are excited to have reached these milestones and are grateful for the support and contributions that have enabled this progress to be achieved.





Funders & Grants

Alberta Association of Services for Children and Families (AASCF)
Alberta CAPC-CPNP Coalition
Alberta Child Care Association (ACCA)
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1/1/15 – 12/31/15

A heartfelt thanks to all of our financial supporters in 2015.

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Alberta Network for Safe and Healthy Children
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Alta Care Resources
Amiskwaciy Academy
AVIRT
Bent Arrow Traditional Healing Society
BGS Enterprises
Bill Rees YMCA
Birth Control Centre
Bissell Centre
Bonnie Doon Health Clinic
Boyle Street Community Services
Boys & Girls Clubs Big Brothers Big Sisters of Edmonton
Braemar School
Brentwood Family Housing Society
Canadian Mental Health Association - Edmonton Region
Capital Region Housing Corporation
Carrington Group of Companies
Catholic Family Service of Calgary – Louise Dean Centre
Centre for Family Literacy
Centre for Public Legal Education Alberta

Child and Adolescent Services Association (CASA)
Child Development Dayhomes
Chimo Youth Retreat Centre
Community Initiatives Against Family Violence (CIAFV)
Community-University Partnership (CUP) for the Study of Children, Youth & Families
Duggan Public Health Centre
E4C
East Edmonton Health Centre
Edmonton and Area Fetal Alcohol Network
Edmonton Catholic School District
Edmonton Coalition on Housing and Homelessness (ECOHH)
Edmonton Food Bank
Edmonton Inter-Agency Youth Services Org (EIYSA)
Edmonton John Howard Society
Edmonton Mennonite Centre for Newcomers
Edmonton Public Library
Edmonton Public School Board
Edmonton Young Offender Centre
Family Futures Resource Network
Father Involvement Network Edmonton Region (FINER)
Gateway Association of Community Living Health for Two
Inner City High School
Jasper Place Child and Family Resource Centre
Kara Family Resource Centre
Kids Kottage

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La Leche League of Canada
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Matheson Seniors Housing Corporation
McMan Youth, Family & Community Services
Military Family Resource Centre
Northern Alberta HIV Program
Norwood Child and Family Resource Centre
Ottewell Daycare and After School Care
Our Lady of Grace School of Alternative Education
Post Partum Depression Association
Primrose Place Family Centre
Prince Rupert Community League
Royal Alex - Adolescent Pregnancy Clinic
Spruce Grove Family and Community Services
Stepping Stones
Stollery Children's Hospital
Strathcona County Home Visitation Program
The Family Centre
The GRIT Program
The Support Network
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*Special thanks to our Future Builders,
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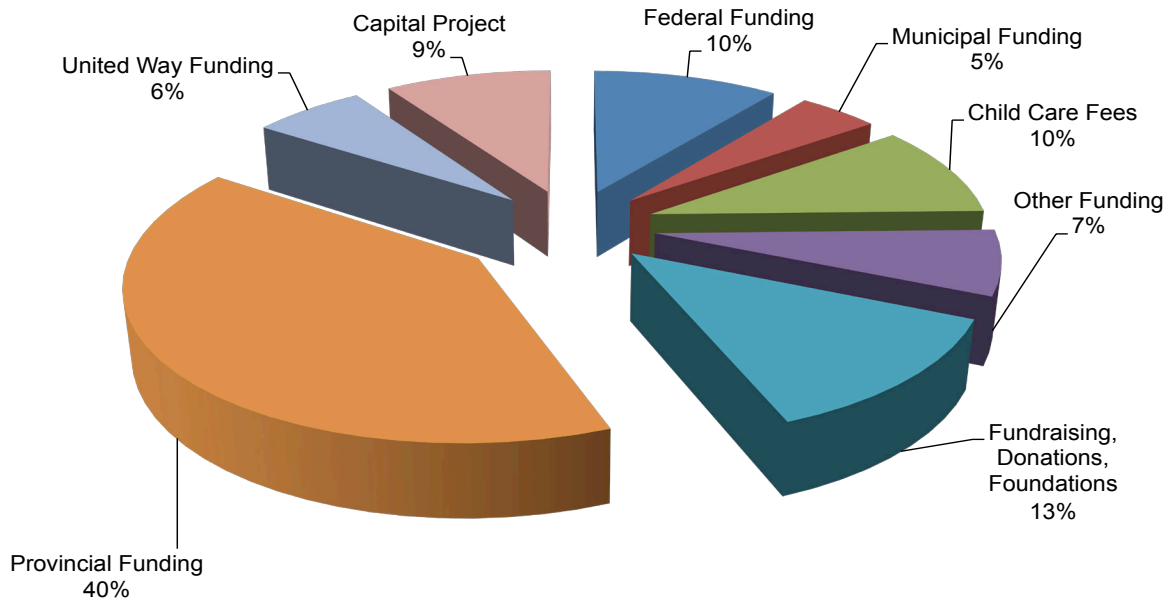
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*To learn more about Future Builders,
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Revenue

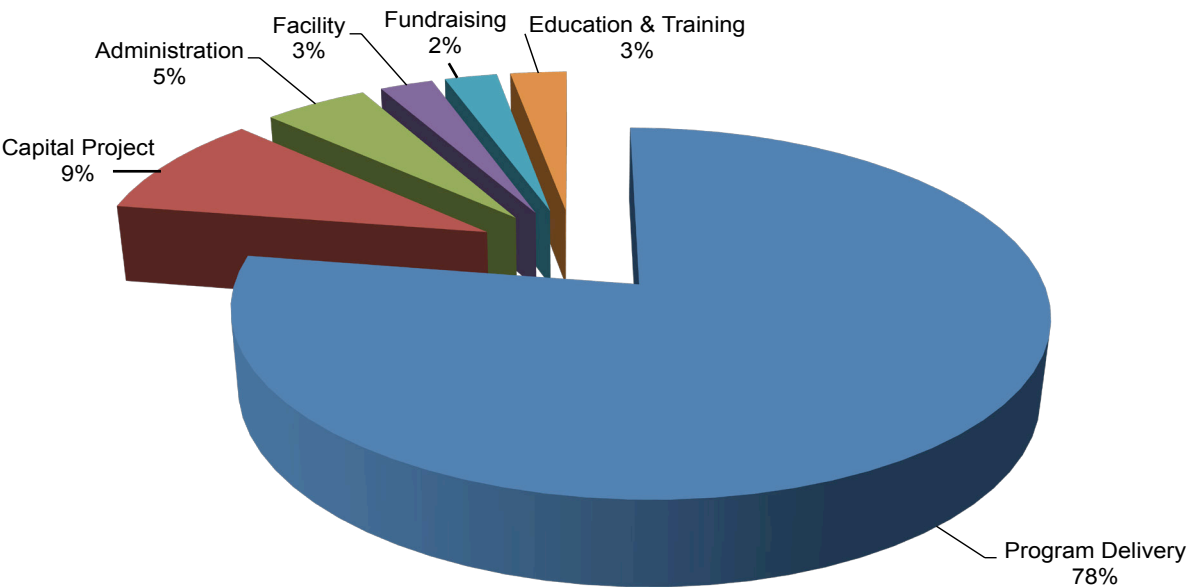
2015 Revenue Sources

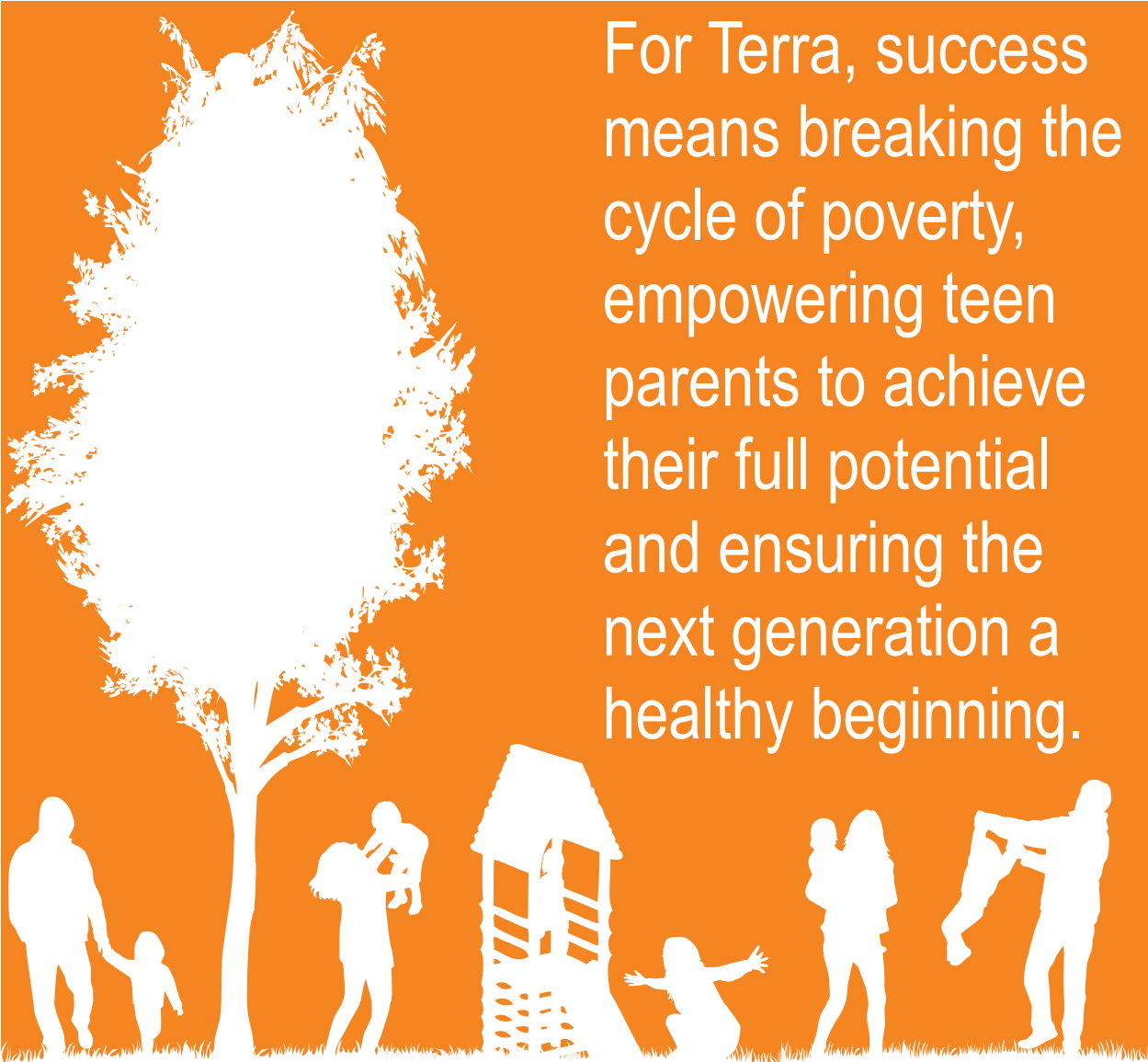


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Expenses

2015 Expenditures



A silhouette illustration of a family in a park-like setting. On the left, a man holds a child's hand. In the center, a woman holds a child. To their right is a wooden playhouse with a child inside. Further right, a child is crouching on the grass. On the far right, a man is lifting a child into the air. A large, leafy tree stands on the left side of the scene. The background is a gradient of orange and yellow, suggesting a sunset or sunrise.

For Terra, success means breaking the cycle of poverty, empowering teen parents to achieve their full potential and ensuring the next generation a healthy beginning.



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