

# HUMANS *of* TERRA

2018 Community Report



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*Photos by Nancy Critchley Photography,  
unless otherwise indicated.*





"Terra was the beginning  
of the **road to a successful life.**"

*Ehhsertinay, mom to Bethalay,  
Terra family*



# Letter from leadership

## *Humans of Terra*

BY: ANNE SMITH, BOARD CHAIR, AND KAREN MOTTERSHEAD, EXECUTIVE DIRECTOR

Relationships are the heartbeat of Terra. The agency was founded in 1971 through relationships formed between teen moms, volunteers, community funders and supporting agencies. They came together in the spirit of compassion, commitment, respect and integrity to embrace change and to create new pathways for young families to thrive.

Today, authentic and respectful relationships are deeply embedded in Terra's culture. We see the 'Humans of Terra'—our donors, volunteers, alumni, funders, board and staff—committed to making a difference. The Humans of Terra vary in contribution and profile, but each in their own way leaves a positive footprint on the agency and the families we serve.

One such relationship that impacted us in 2018 was the Edmonton Community Foundation. Their gift enabled Terra to launch a cultural support program providing families with new opportunities to experience and connect with their culture. Our Elder in Residence, Elsie Paul, made a real difference by sharing traditional Indigenous stories, ceremony and parenting techniques with families and staff.

Hundreds of donors exemplified the best of the human spirit. We are especially pleased to call the Kristie Charitable Foundation new partners in our work.

The foundation's generous support lifts up young parents who access our housing support services and educational support and enables them to achieve their dreams.

We continue to be deeply inspired by donors' belief in

our families and their investments to help them create better lives.

The volunteer spirit shone every day at Terra in 2018. Our volunteers sorted and washed clothing donations, prepared meals and rocked and soothed babies. They also extended their knowledge by helping parents complete their tax returns

and tutoring students to prepare for exams. In many ways, over 150 helping hands devoted their time to help build strong and healthy families.

In our community report, we share images and thoughts from some of those who impacted the Terra mission in 2018. As you read through the report, you will see the depth and breadth of our relationships. Although too many to capture, we are grateful and give our thanks to all those who contributed to empowering teen parents to succeed.



*Anne Smith (left) and Karen Mottershead*

A handwritten signature in cursive script that reads "Anne Smith".

Anne Smith,  
Board Chair

A handwritten signature in cursive script that reads "Karen Mottershead".

Karen Mottershead,  
Executive Director





"My amazing colleague Donna McKay was a great source of inspiration and support for me in 2018. I always feel an extra set of wings and a boost of confidence in her presence. **She lifts people up in challenging situations** and encourages them not to sweat the small stuff. She also has a very gentle way of interacting with children and families. I joke sometimes that when I grow up, I want to be just like Donna."

*Nataliya (right) and Donna, Terra team members*



"I've only been working at Terra for a year, but it has blown my mind to see all of the dedicated and hard-working people within all parts of the organization. **It is a place where you can really belong and grow as an individual and within the community.**"

*Olivia, Terra team member*



"One thing that I love about my work at Terra is how, regardless of the challenges that we face in our work or personal lives, we have a team here to fall back on. **From frontline to management, everyone makes time for one another—to support, learn and laugh.**"

*Derek, Terra team member*



"As a teenager I found myself pregnant. I didn't have a plan, I didn't have money, I didn't have supports. I didn't know about Terra, but I do now. That's why I chose to work at Terra—because I know how hard it is. I faced challenges that seemed insurmountable. **For me, the opportunity to support a young family is unbelievably rewarding—I know how far-reaching it can be.**"

*Melissa, Terra team member*

# Mission, vision and values

We embrace our mission, vision and values in our work with families, colleagues, partners and those in the greater community.



*mission* EMPOWERING TEEN PARENTS  
TO SUCCEED

*vision* TEEN PARENT FAMILIES  
THRIVE AND ENRICH OUR  
COMMUNITY

*values* PERSON-CENTERED  
We are relentless in putting those we  
serve at the heart of our work.

RESPECTFUL  
We are inclusive and celebrate diversity.

COLLABORATIVE  
We build authentic relationships and  
partnerships.

INNOVATIVE  
We are creative trail blazers.

RESPONSIBLE  
We ensure the sustainability of our core  
services.



"As I think back on moments that have really impacted me as a staff member, one memory stands out. A participant at Braemar School received a gift card reward for achieving the highest monthly attendance. She excitedly made plans to go and buy some new clothes. This purchase wouldn't have been possible without the gift card. On her way to the store, she saw a woman in need and under-dressed for the weather. She gave her gift card to the woman, telling her to buy something warm to wear. **This random, selfless act of kindness embodies Terra's values** and, to this day, warms my heart."

*Nickall, Terra team member*



"One evening, a colleague and I discovered a gentleman sitting on the steps outside of our building. After talking to him, we realized that he had not eaten and had nowhere to go. We provided him with a meal and some 211 resources before he headed on his way. **This interaction really demonstrates to me how Terra and its staff value all individuals regardless of circumstances.**"

*Kerry, Terra team member*



"Participating in the 2018 pride parade with team Terra helped me see the value of our contribution in the community. **Seeing so many organizations teaming together for one common goal was amazing.**"

*Anna, Terra team member*

# Who we served in 2018

**389**

**children** received services from Terra

**393**

**moms** received services from Terra

**75**

**dads** received services from Terra

**265**

**new participants** enrolled in Terra's services in 2018

**54%**

of Terra participants identified as Indigenous

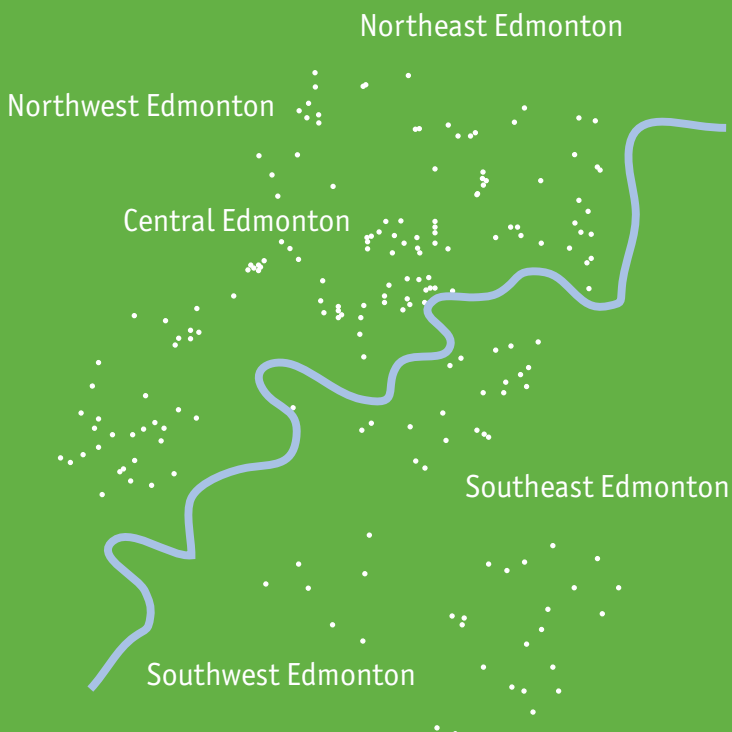
**34%**

of Terra participants identified as English or French Canadian

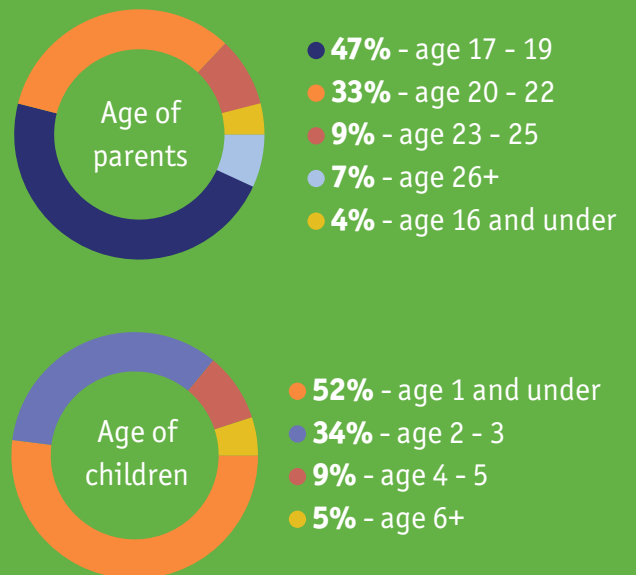
**12%**

of Terra participants identified as African, Asian, Caribbean, European or Spanish

## Where our families call home



## Age of participants and children in 2018







“

"I have been a part of Terra for three years. In 2018, my worker and I thought it was a good idea for me to share my love of beading with others. Beading is my source of income while I stay home with the kids and my husband works. With my worker's help, I started a beading group where I teach other Terra participants how to make beaded earrings, necklaces, lanyards, barrettes and lighter cases. This has been a great opportunity for me to conquer my fears and share what I love to do with others.

Since becoming involved with Terra and starting this beading group, **I feel empowered and I'm overcoming my anxiety and fear of public speaking.** I'm now more confident around people I don't know and it's getting easier to talk in front of a lot of people."

*Madison, her partner Raymond and children Mason and Malyk, Terra family*



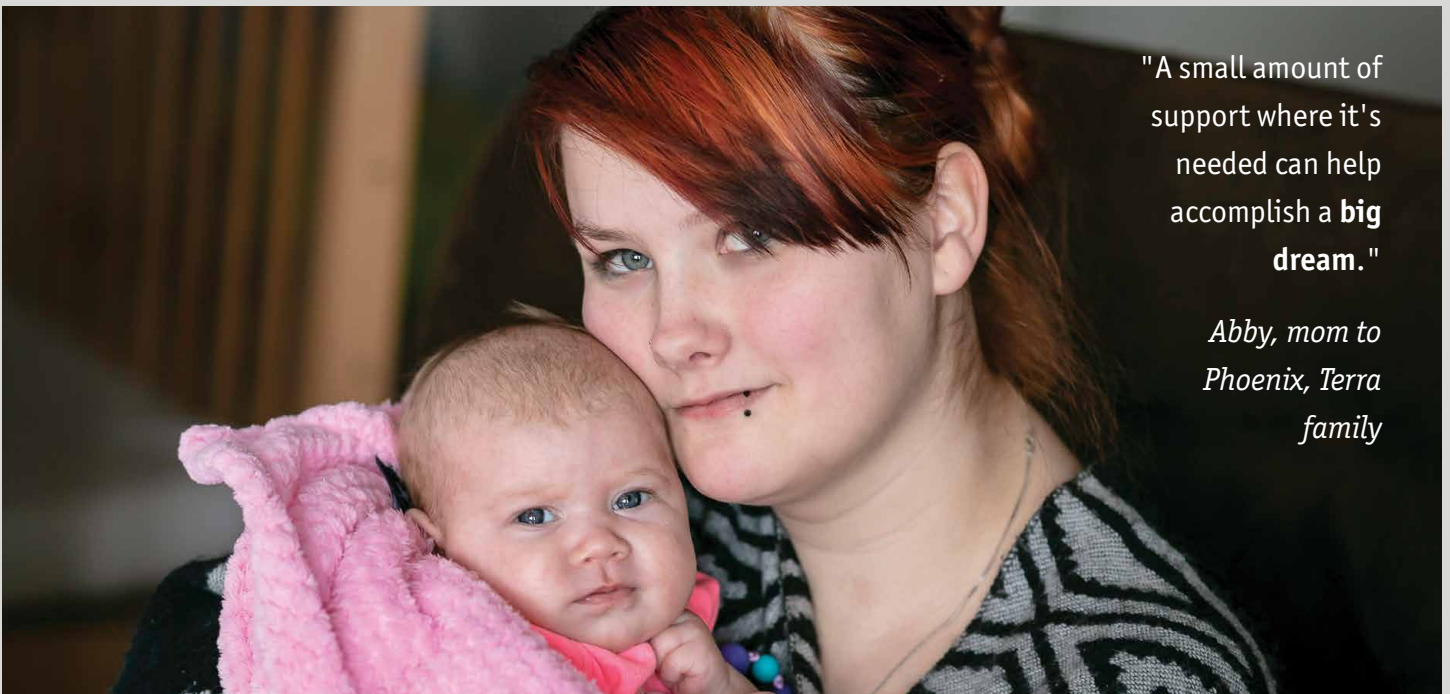
"Starting childcare can be an emotional time for parents—some moms feel excited while others feel anxious or scared. Terra's early childhood educators recognize that **building strong relationships is important for quality early learning and childcare.** Even before we meet them, we're thinking about how to make their transitions easier."

*Courtney, Terra team member*



"As early childhood educators we often see amazing changes happening in our families' lives. In 2018, we had the privilege of seeing a shy young mother **overcome challenges in her life and transform into a confident, caring parent** and a successful young woman. She took ownership of her life, left toxic relationships behind, focused on her studies and finished the year as an honour student. Her daughter brightened our days with her smiles and a spirit of curiosity. It was very emotional saying good-bye to them on the last day of school. We had mixed feelings—happy for their successes and sad to let them go."

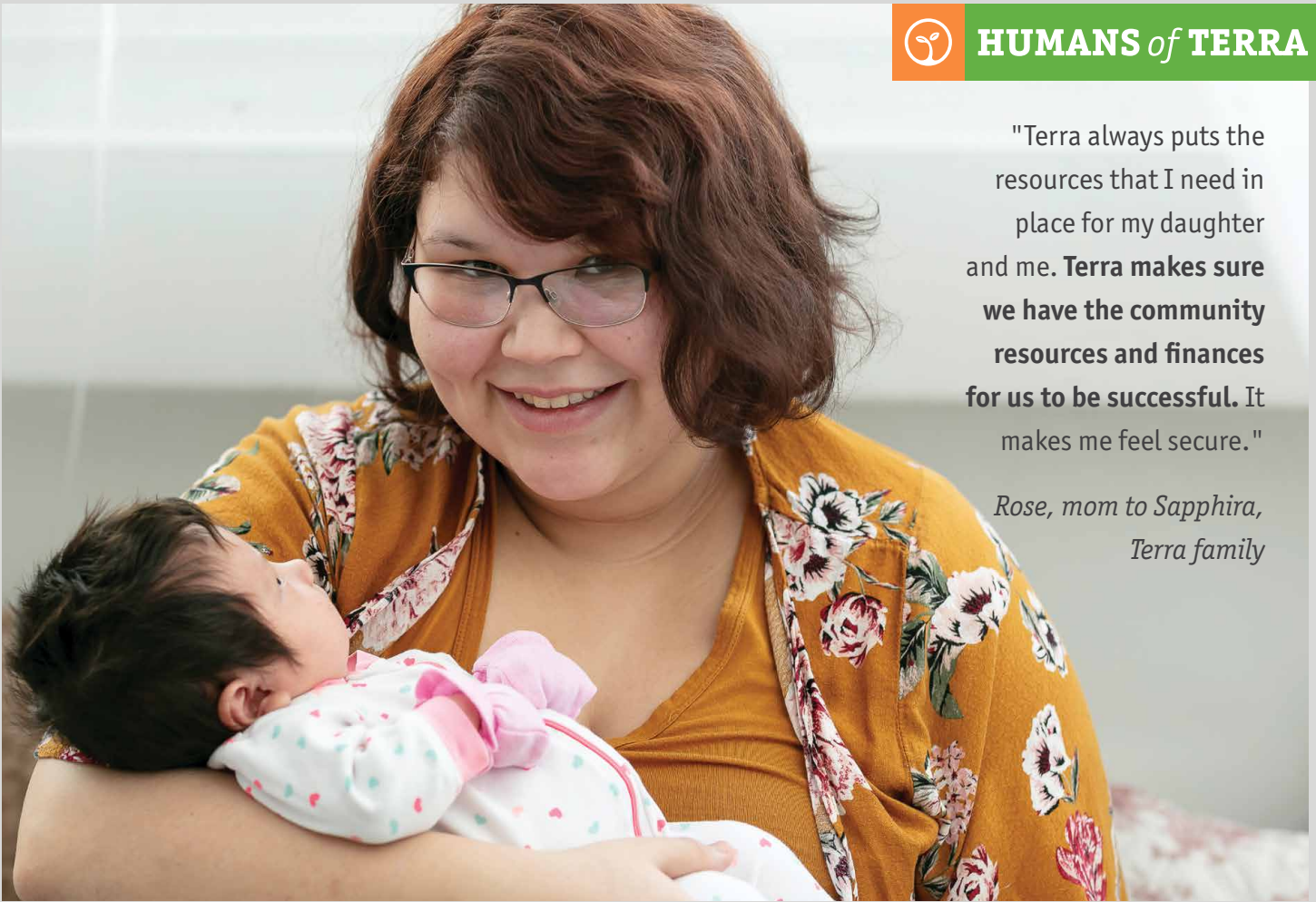
*Donna (left), Olivia (centre) and Nataliya (right), Terra team members*



"A small amount of support where it's needed can help accomplish a **big dream.**"

*Abby, mom to Phoenix, Terra family*





"Terra always puts the resources that I need in place for my daughter and me. **Terra makes sure we have the community resources and finances for us to be successful.** It makes me feel secure."

*Rose, mom to Sapphira,  
Terra family*



"**Families at Terra impact my life every day.** They inspire me to overcome obstacles in my life because of their motivation to come to school every day. Graduation is always an emotional time to watch the moms walk across the stage and celebrate their accomplishments."

*Hannah, Terra team member*



"I saw participants and their children **grow to be strong and resilient individuals** through access to Terra supports and when guided to see their personal and family strengths."

*Kasia, Terra team member*



*Tammy Lien, Child and Family Liaison (left), with two families who receive support from her: Mariah, mom to Liam (centre) and Sydney, mom to Avianna (right).*



## Keeping children at the heart of our services

BY: CAROL SULLIVAN, TERRA TEAM MEMBER

In April 2018, the Alberta government announced that it was investing \$136 million over a three-year period to expand the early learning and childcare (ELCC) pilot sites across the province. Terra's Child and Family Support Centre was selected as one of 122 approved centres. As a result, Terra has been able to invest more fully in services to enhance child and family well-being in three key areas: collaborative supports, inclusive practice and parent-child engagement.

The investment has helped Terra achieve a longstanding goal of offering a new resource for families: the Child and Family Liaison position. Tammy Lien—the Terra staff member in this new role—helps families connect to internal and external services, such as the health care system, child assessment services, follow-up support and prenatal and postnatal care. She is a member of a collaborative team who keeps the well-being of the child and parent central in our work.

Two-year-old Ryan is one of 77 children at the Child and Family Support Centre benefitting from the government's commitment. Ryan has been with the centre since he was three weeks old. As Ryan grew, his mom and the early childhood educators recognized that he would require some additional support. With help from Tammy, Ryan and his mom have been connected to specialized services to ensure he can participate in everyday activities. The Child and Family Liaison plays a significant role in identifying the need for early intervention to support optimal development and seeking opportunities for inclusive practice.

Along with responding to the individual needs of families, Tammy also offers a weekly parenting group at Braemar School, provides transportation for families to and from important appointments, connects families to community resources and advocates for participants.

"Since my son's birth, my relationship with Tammy has grown tremendously," says Roda, a young mom who attends Braemar School. "My son and I come to see her every day. She's my safe zone. She took the time to listen and not judge." She adds, "Without her, I would not be where I am today. Anyone would be lucky to have her in their support system."

The centre has realized many other benefits through participating in the Government of Alberta's Early Learning and Childcare initiative, such as new agency partnerships, professional development for educators and the creation of a robust process supporting children and parents facing exceptional circumstances.

"Supporting the families and seeing the weight lift off their shoulders when they understand that they're not alone is so rewarding," explains Tammy. "I love seeing them realize that they have the capacity to do things they never thought they could do and watching them progress." ■

## SUMMER 2019

Terra plans to break ground on its **second \$25/day childcare centre**, in partnership with Brentwood Community Development Group in the Britannia Youngstown neighbourhood. In addition to the childcare centre, this building will also provide safe and affordable housing units. Much planning has gone into this project in 2018 and we're excited to see it come to life!

## SUCCESS STORY

A family in Terra's Child and Family Support Centre needed a walker for their son. Unsure of their options, they reached out to the Child and Family Liaison, who introduced them to the Alberta Aids to Daily Living program. She helped the family apply, and they discovered that through the program and its cost-share exemption option, they would receive 100% coverage of the cost of the walker. This was a relief to the family, as paying full price would have been prohibitive. They were thrilled to receive the walker in December 2018.

## FACT:

Due to the Child and Family Liaison role, families now receive dedicated assistance in finding quality childcare in the community when they transition from Braemar School and Terra's Child and Family Support Centre after graduation. Many families are happy to receive this guidance as they leave the wealth of wraparound supports at the Braemar School site.





"Terra is an amazing program that really helped **shape me into the great father that I am today and the even greater father I aspire to be.**

I found the parenting course helped me learn how to communicate, take care of and connect with my child. Terra has assisted me in my struggle to figure out my parental rights and stood by my side during family court dates. I have gotten more support from Terra than I could've ever hoped for."

*Tyrone, dad to Rosabelle, Terra family*



"Terra is **a place to feel welcomed and supported through difficult times.** We see participants walk in the front doors of Braemar School, even on the coldest days. Each day that they step inside the school is one day closer to reaching high school graduation. We support our participants with the love and respect they deserve, and we see their strength shine through. They inspire us, they make us want to be better at what we do and we learn from their stories. Often this makes us their number one cheerleader."

*Megan (left), Jessi (centre) and Jenessa (right), Terra team members*





"At home we have a doll that goes everywhere with us. Melody always makes sure the baby has a hat and one of her old sweaters when we leave the house. She shares her food and drinks with the baby, and at bedtime, she wraps the baby up and we all cuddle together as we read. **Melody is so caring.** At the Child and Family Support Centre she shows this towards the toddlers in her room and the infants in other rooms."

*Kathleen, mom to Melody, Terra family*

"In 2018, one of our moms really struggled with school attendance but she knew that her daughter loved the childcare center and that was a huge motivation. Since then, her attendance has drastically improved and she credits it to her daughter. Every morning, her daughter wakes up and asks to see their worker and play with her friends. Sick, tired, stressed—it doesn't matter. She comes to school because she does not want to disappoint her daughter. **Seeing the love between them is so incredibly inspiring and reminds me why our work is so critical to all of our families.**"

*Allison, Terra team member*



*Melissa Mendes Hurst (left) and BettyAnne Bianchini.*



## Coming full circle

BY: MEGAN HUNKA, TERRA TEAM MEMBER

In 2002, Melissa Mendes Hurst was 15 years old and mid-way through her first semester of Grade 10 at an Edmonton high school. She was thriving and had exceptional grades, but when the school principal discovered that Melissa was five months pregnant—a fact Melissa had only just begun to accept—she was told she had to transfer to Braemar School. She was refused the chance to write or challenge her final exams, and, as a result, she lost her Grade 10 credits, her friends and her peer group.

"It was rocky at first because the news of a teen pregnancy would shake any family system," explains Melissa. When her mom found out, she didn't speak to Melissa for a month and Melissa had to slowly rebuild that trust.

"From that moment, I knew that I was accepting the responsibility not only to be a parent, but to move forward in my life. I had to do what was best for me and my daughter." She enrolled at Braemar, secured funding, began taking additional courses to graduate on time and started planning for a career as a mental health worker. It was at Braemar School that she met BettyAnne Bianchini.

BettyAnne taught CALM, Foods and Fashion, and also facilitated work experience placements. Melissa, who at the time was doing her work experience at a group home at Catholic Social Services, happened to be one of the students BettyAnne supervised.

"Melissa was exceptional. Focused, non-judgmental, social with other girls but not in the soup, so to speak," BettyAnne reflects.

Melissa worked hard and sacrificed her own self care to support her daughter, become financially stable and create a future for herself. Working two jobs and attending school full-time meant she functioned on very little sleep. Her days began at 7:30 a.m. when she drove Jenessa to daycare and ended when she got home from her night shift at the Royal Alex hospital in the early hours of the next day.

Several years later, Melissa graduated from MacEwan University and received a Mental Health with Aboriginal Connections diploma. In September 2008, she applied for a Family Outreach position at Terra. She landed the job and has been with the agency ever since—over 10 years—using her own personal experience to relate to and support teen parent families on her caseload.

In fall 2018, over a decade after BettyAnne and Melissa first met, they had the opportunity to work together as Terra employees. After retiring from her teaching career with Edmonton Public, BettyAnne took a contract with Terra to facilitate a program called a Family Approach to Literacy. It introduces parents to literacy and teaches them strategies to incorporate fun, literacy-based activities into their everyday lives. Although BettyAnne has facilitated the program for our families for years, recently Melissa has come alongside her and helped coordinate the delivery of the program.

Melissa has truly come full circle, first receiving support from BettyAnne as a student in high school and now delivering services to teen parents right beside her. Our community is so fortunate to have dedicated, passionate staff like Melissa and BettyAnne. ■

**142**

Unique participants attended the Family Approach to Literacy program offerings in 2018.

**345**

New, quality books were distributed to attendees of the Family Approach to Literacy program in 2018. Attendees left each session with a book to add to their family book collections.

**25%**

Of books read and given out at a Family Approach to Literacy in the year were written by Indigenous or Canadian authors.

## FACT:

Careful thought and consideration goes into the book selection for Terra programming, including:

- Good rhythm and rhyme, to help young children understand language and learn new vocabulary.
- Simple text and relevant, inspiring illustrations.
- A focus on the parent and child relationship.
- Diverse family composition.
- Illustrations reflective of our families and representative of diverse languages, cultures and ethnic groups.
- Bold contrast in illustration and graphics, for babies while their eyesight is developing.
- Realistic illustrations and graphics to help children identify real-life objects.





"I know Terra to be a place of support, love and encouragement. I can speak to this not only as an MLA involved with Terra, but also as a graduate of what was once called the Terra Centre School, located in St. Brides, Edmonton.

As a young parent, I was lucky to find Terra and I depended on the supports that it provided to carry me through that challenging time. **I was accepted for who I was, encouraged as a mother and supported to lay the foundation for my career.**

I see those same values represented today when I connect with Terra's staff, volunteers and families. I'm confident that every one of the young people currently receiving support from Terra will move forward and find their way, just like I did."

*MLA Nicole Goehring, Terra alumna, mom to Allan*

"Terra most influenced my life by helping me become self-sufficient. Staff emphasized the importance of finishing my education and provided the supports necessary to do so—onsite childcare, subsidized housing, scholarships, emotional support and life skills—from high school to post-secondary.

Before coming to Terra, I despised and feared high school. I was convinced I would just get by without it. Terra maintained high expectations for me to finish school and go somewhere in life. **Slowly I began to see school as a safe and supportive place which would lead me to greater opportunities in my future.** I completed my degree at the age of 24, and I am now in a job where I am able to influence others to be self-sufficient."

*Sam, Terra alumna, mom to April*





"As I look back on the last 12 years of my life, my time as a mother, growing up with my daughter, I feel such immense gratitude for the shift that has happened to me. These years have brought me confidence in not only my ability to raise my daughter, but also raise myself, achieve my goals and become the success I need to be for us. Terra was the catalyst in this. When I arrived at Braemar School, I thought I would just complete the few courses that I needed to graduate and then move on. But Terra has stuck with me. **I was gifted the care, the resources, the friendships and the support that I didn't know I needed, and those things are what has propelled my success and my ability to be my best self for my family.**"

*Jillian, Terra alumna, mom to Kaia | Photo: Amanda Gallant Photography*



"In 2018, I was able to buy my first home. I never thought I could accomplish so much in five short years. When I became pregnant at 17, I was scared and lost. I had no direction. **Since becoming involved with Terra, I had motivation and drive to reach my goals.** My house and my son are everyday reminders of how important the support from Terra really is. With help from Terra's housing program, I was confident enough to start putting money aside to save for our own home."

*Alexandria, Terra alumna, mom to Caleb*



*Families playing in the community space at the C5 North East Hub. Photo: supplied.*



## Collective wisdom and action

BY: MEGAN HUNKA, TERRA TEAM MEMBER

Six years ago, non-profits in Edmonton's social services sector were encouraged by then-mayor Stephen Mandel to explore how they could work differently together—could we reimagine how we serve families, youth, children and seniors in Edmonton? Those conversations initiated a partnership called C5: Collaborating for Change, between five organizations:

- Bent Arrow Traditional Healing Society
- Boyle Street Community Services
- Edmonton Mennonite Centre for Newcomers
- Norwood Child and Family Resource Centre
- Terra Centre for Teen Parents.

Early on, executive directors of the C5 agencies realized that by working together, being proactive and pooling our wisdom and resources, we could make real change. "The same systemic barriers exist across all five agencies," explains Corinne Saad, Director, C5. "These barriers are access to affordable housing, access to mental health supports and access to services."

One focus of the C5 collaborative became political advocacy for the populations we serve, while the other focus became integrated service delivery and joint programming.



## *C5 Highlights of 2018*

The C5 North East Hub brings a holistic suite of services to an area of northeast Edmonton that previously had very few services. The hub operated at full capacity throughout the year. It offers the surrounding community and participants from all C5 agencies access to employment services, business development supports, early childhood development programming, affordable housing through Capital Regional Housing, drop-in mental health supports, youth and seniors programming and a computer lab. It also offers a community connection space, which fosters the development of supportive relationships in an informal setting.

Terra played a leadership role in the coordination and implementation of a new program called the Family Table, which offered families eight sessions about healthy eating and active living. The program launched in January 2019, and program participants walked away with healthy recipes, meal planning resources, ways to play together as a family and ideas for healthy lifestyle improvements. The C5 agencies partnered with Alberta Health Services, the Edmonton North Primary Care Network and Candora Society, bringing together the health and social services sectors.

The voice of the C5 agencies, as well as other organizations, helped shift the emphasis of the Alberta Housing Act regulations. New regulations now encourage people to build assets while living in social housing or near market housing, rather than penalize them for having savings or investing in RESPs.

C5 also built broad-based relationships across the political spectrum, knowing 2019 would be an election year, and provided clear messages about the importance of collaboration and access to services for marginalized Edmontonians to politicians and government.

Internally, C5 brought together communities of practice with staff at all levels of each organization to build relationships, leverage work and share best practices and learnings.

"It gives staff the feeling of being part of something bigger and knowing if they can't meet the needs of someone who walks in, there's an ally in one of the partner agencies who can help out," says Corinne.

Terra is so pleased to be modelling what collaboration can accomplish. We will continue to make strides with the other C5 agencies toward our goal of using our collective wisdom to take action and have a big impact for those we serve.

For more information about C5, visit [c5edmonton.ca](http://c5edmonton.ca) and [edmontonnortheasthub.com](http://edmontonnortheasthub.com). ■

# 30,000

Edmontonians are served collectively by the C5 agencies.

# 1,100

Edmontonians walked through the doors of the C5 North East Hub, located at 14023 Victoria Trail in 2018 to access community-based services and supports.

## FACT:

Two Terra staff relocated their office workspaces to the North East Hub, giving Terra a presence at the hub and increasing our reach and accessibility across the city.

## Giving back in groups

Terra is grateful for the many helping hands that enable us to enhance the services we provide for our young families.

In addition to numerous individual volunteers, group volunteers from companies big and small in our community donate their time and skills each year so that our families can celebrate important milestones such as the birth of a baby and high school completion.

Whether through wrapping holiday gifts, hosting baby showers for new moms or providing hair and makeup services for graduation, volunteers help bring the magic of these special occasions to life so our young families can enjoy them.

We also have volunteers who work behind the scenes to help families, preparing group meals and organizing our Clothes Closets.

*If you have an interest in volunteering with Terra, please contact our office at 780-428-3772.*

### *2018 volunteer overview*



8

volunteer groups



158

unique individual volunteers



3,609.5

total volunteer hours





"In 2018, I celebrated my sixth year as a volunteer baby cuddler at Terra. As a baby cuddler, I hold and rock babies, interact with families and support the early childhood educators. In February 2019, I began volunteering in the childcare room with the youngest babies, who are three to four weeks old.

I have always been impressed with the Terra program, particularly the childcare staff and their support for the families in their care. My respect grew as I watched the interactions between the moms and the staff. **Terra staff shower love and gentleness on the babies and provide encouragement for the parents.**"

*Susan, Terra volunteer, with Easton*

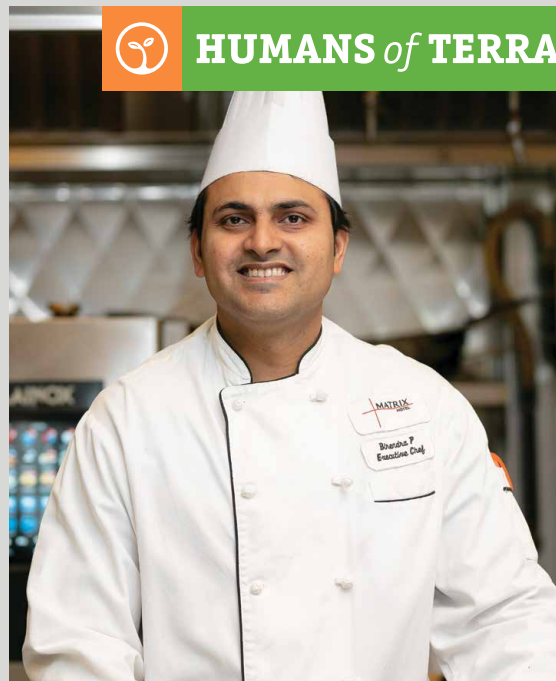


"I was a Terra employee from 1998 to 2016 and now, in my retirement, I enjoy volunteering for the agency. Terra staff member Kathy Kozens, who facilitates Terra's parenting classes and Family Night, continues to inspire me. Over the years, I've learned so much from her **positive interactions with the children and how she responds to their emotional and creative needs.**"

*Gail, Terra volunteer | Photo: Eric Spoeth*



**HUMANS of TERRA**



"I'm an executive chef by trade and I began volunteering with Terra in March 2018. My volunteer role involves preparing nutritious meals on a weekly basis for the families who attend Terra's parenting classes and Dads' Recreation Night.

I volunteer because I feel like it's **my turn to give back.**"

*Chef Biren, Terra volunteer*

# The donor difference

Donors support Terra in many different ways, enabling us to help build strong communities one family at a time. Whether it's through gifts at a fundraising event or to our endowment or annual campaign, donors make it possible for us to provide the services and resources our families need most.

Thanks to this support, young parents have more opportunities to create successful lives for themselves and their children. Teen moms and dads are learning about healthy child development, securing and maintaining safe, stable and affordable housing and achieving their educational goals. This all makes a big difference: 92% of participants who responded to our 2018 Terra Talk Back survey agree that since becoming involved with Terra, they have learned more about positive parenting practices and feel more confident as a parent.

Terra embarked on a fundraising campaign at the end of 2018 to raise \$30,000 for our Post High School Transition Program. Thanks to generous donor support, we exceeded this goal and raised nearly \$42,000. This will enable Terra to support post-secondary participants who are focusing on balancing parenting and new academic demands.

The program continues to grow as our participants' needs change. We look forward to offering career readiness support in the near future for participants finishing post-secondary as well as exploring how to better serve young dads in their educational endeavours.

Thank you to the many donors who believe in our families!

## *2018 fundraising overview*



**\$511,810**

total cash contributions



**\$88,295**

total new in-kind donations



**552**

unique donors provided  
financial gifts



**278**

unique donors  
provided in-kind gifts





"I am profoundly impacted by the struggle that so many teen moms and dads face. I am permanently impacted by their bravery and determination. As a mother, I understand the joy and the challenge of raising a child. Perhaps because of this, the strength of these teen parents does something to my heart that brings tears and also a smile to my face when I see them and hear their stories. These teen parents are not only changing their own lives, they are breaking many difficult cycles and then forging a new, bright path for their children.

**Terra shows me and the rest of the community the power of the human spirit, and how when it is combined with the strength of an outstretched hand, it changes the trajectory of the lives of teen parents and their children, thus changing our community, city and world.** And that positive change is what I want to see flourish in my lifetime.

Terra is also a living testament to one of my core beliefs: that it does not matter where you start in life, because each person is entitled to dream, rise and achieve, and then show the world what is possible.

I continue to be inspired by the teen parents and their dreams, and am very honoured to support Terra."

*Monelle, Terra donor | Photo: supplied*



"I chose to support Terra financially because **I know how hard it is to become a new parent**—and I have lots of supports available. Being able to help other women and parents who may have the same struggles with new parenting along with some of their own added challenges just felt like the right thing to do."

*Anne, Terra donor*



"In May 2018, I was inspired by an in-kind donation of 90 new and gently used grad dresses from Angela Pauls at the Prom Project in Millet, Alberta. I was so touched by Angela's passion and willingness to give back to the community.

It was wonderful to hear the feedback from Braemar School staff about how **excited the moms were to have the opportunity to choose a grad dress** and how proud they felt to accomplish their goal of graduating high school."

*Colleen, Terra team member*

# Donors

*Heartfelt thanks to all of our generous financial supporters in 2018. Please accept our sincere apologies for any omissions or errors. For corrections, please contact Donna Ma at 780-428-3772 or [dma@terracentre.ca](mailto:dma@terracentre.ca).*

*\*Denotes multi-year or recurring supporter.*

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# Future Builders

*Deep gratitude to our Future Builders, donors who have made a commitment to Terra's endowment fund or included us in their estate plans. To learn more, please contact Donna at 780-428-3772 ext. 274 or [dma@terracentre.ca](mailto:dma@terracentre.ca).*

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	Sylvia Nasser	



**"In 2018 my daughter, Gabriella, learned the joys and hardships of being a big sister.** There is no way of predicting how your four year old will react when she is introduced to the sibling you've been talking about for nine whole months. Gabriella had been an only child for four years, and I was nervous about how she would react when I couldn't give her the attention that I used to. Despite all my worries, Gabriella has gone above and beyond the expectations of her duty being a big sister. She sings to Grayson when he cries and plays with him when he's bored. She learned what unconditional love feels like. Although she has a lot to learn while they both grow together, I am confident she will continue to do well."

*Jenny, her partner Tyler and children Gabriella and Grayson, Terra family*

**"I'm nearing the end of my fourth semester of university, three years into renting my own home, three years into raising my little boy and four years into a drug-free lifestyle.** I'm on a good path and I'm making choices that will pay off for a lifetime. When I drop Charles off at daycare to go to work, I'm doing it to give him opportunities that I never had. When I put him to bed at night and watch him drift off, even the hardest days are worth it. Terra really helped me become a confident parent and I'm incredibly grateful for their support."

*Savannah, mom to Charles, Terra family*



"Terra has done so much for me. **Terra staff have supported me through my toughest times.** Every chance I get, I recommend people to Terra because they helped me so much and I know they can help others as well. I wouldn't change a single thing about this program."

*Faiza, mom to Orion, Terra family*







“

"In 2018, an important moment for me at Terra was the ability to **work more collaboratively with community partners and agencies**. I was given the opportunity to shift the way that I work to engage in a new initiative called the Family Table. This initiative has brought together C5 agencies, Alberta Health Services, the Edmonton North Primary Care Network and Candora Society to develop a unique program designed to promote mindful eating and active living for vulnerable families living in northeast Edmonton.

We launched the program in January 2019 and were so excited to reach participant capacity only two short days after opening registration. We waitlisted 15 families. The topics of mindful eating and active living are really resonating with families."

*Melissa, Terra team member and alumna*

# Partners

*Partners are organizations that engage with Terra through the provision of direct service delivery or through collaborative initiatives that advance Terra's mission.*

AHVNA

Alberta Father Involvement Initiative

Association of Early Childhood Educators of Alberta

Bent Arrow Traditional Healing Society

Birth Control Centre

Bissell Centre

Bonnie Doon Health Clinic

Boyle Street Community Services

Braemar School

Brentwood Community Development Group

C5 Northeast Community Hub

Canadian Association of Family Resource Programs

Canadian Mental Health Association - Edmonton Region

Candora Society

Capital Region Housing Corporation

Carrington Group of Companies

CASA Child, Adolescent and Family Mental Health

Catholic Family Service of Calgary - Louise Dean Centre

Centre for Child, Family and Community Research

Centre for Family Literacy

Centre for Public Legal Education Alberta

Child Development Dayhomes

Chimo Youth Retreat Centre

Community Initiatives Against Family Violence

Community Options

Community-University Partnership for the Study of Children, Youth and Families

East Edmonton Health Centre

Edmonton and Area Fetal Alcohol Network

Edmonton Catholic School District

Edmonton Coalition on Housing and Homelessness

Edmonton Inter-Agency Youth Services Association

Edmonton John Howard Society

Edmonton Mennonite Centre for Newcomers

Edmonton Public Library

Edmonton Public School Board

Edmonton Young Offender Centre

Edmonton's Food Bank

The Family Centre

Father Involvement Network Edmonton Region

The GRIT Program

Health for Two

Jasper Place Child and Family Resource Centre

Kara Family Resource Centre

Kids Kottage

Kids Up Front Foundation

La Leche League of Canada

Legal Aid Alberta

MacEwan University Early Learning & Child Care Program

Military Family Resource Centre

Norwood Child and Family Resource Centre

Ottewell Place

Our Lady of Grace School of Alternative Education

PolicyWise for Children and Families

Post Partum Depression Association

Primrose Place Family Centre

Royal Alex - Adolescent Pregnancy Clinic

Rundle Health Centre - Edmonton North Primary Care Network

Sexual Assault Centre of Edmonton

TODAY Family Violence Help Centre

West Jasper Place Public Health Centre

Woodcroft Community League

Youth Empowerment and Support Services

Zebra Child Protection Centre



## Meet the Board of Directors

Terra's Board of Directors safeguards the mission, is responsible for long-term strategic planning and direction and defines Terra's organizational culture, values and operating principles. In 2018, 13 members volunteered their time, wisdom and expertise to guide and advance the agency.



"I am inspired by the young moms who participated in the photovoice evaluation. **'Resilient' is the first word that comes to mind.** I was so impressed by these young women's energy, capacity and deep love for their children. This year during the Every Child Matters campaign, I felt proud to be part of Terra—an organization that for almost 50 years lives and breathes this belief every day. I am inspired to keep building on this legacy."

*Anne Smith, Board Chair*



"I have had a long and very positive association with Terra. As a board member I have truly come to appreciate the impact of Terra's presence in the community. **I know of no other organization that lives and breathes its mission and vision as fully and completely as Terra.** From its exemplary early learning and care program, through home visitation, counselling, housing, services for fathers, community partnerships to leadership, Terra exemplifies a standard of excellence of which I am honoured and privileged to support."

*Wendy Yewman, Board Vice Chair*



"In 2018, I was inspired and impacted by **the dedication of the Terra team to improving the lives of teen parents and families.**"

*Ronda White, Board Treasurer*





"Terra values collaboration and innovation. I saw these values put into action at a C5 event on a very cold winter night. **Inside the C5 North East Hub, the passion and commitment of executive directors and dozens of board members from the five member agencies generated a lot of heat!** In groups we discussed an impressive range of innovative ideas for enriching our collective services to a broad range of folks. Knowing the excellent work that Terra does, I felt very proud to be there as a Terra board member."

*Lynda Phillips, Board Secretary*



"**As a new board member, I feel hopeful about the future of our little elders.** The staff at Terra are filled with wisdom and compassion, which benefit our teen parents and their children."

*Crystal Arcand, Board Member*



"**In 2018, I was filled with admiration for the strong, determined Terra parents who spoke so well at Terra events, such as Promising Futures and the scholarship awards ceremony.** And I was filled with delight watching them patiently and lovingly interact with their beautiful, energetic children."

*Barbara Dacks, Board Member*



"I joined Terra's Board of Directors in 2018 because of the alignment of the agency's mission, vision and values with my own. **Empowering teen parents to succeed is a mission I feel personally connected to as a former teen parent myself.**"

*Susan Denney, Board Member | Photo: supplied*



**"In 2018, I was inspired by the real push to move children and their families out of poverty in Alberta.** Terra's work is integral to poverty reduction for children, allowing all children and young parents to live to their full potential."

*Mark Hoosein, Board Member*



"The work that Terra is doing in partnership with C5 is remarkable. I felt so much pride for Terra when we met with the other C5 member boards and the children they serve one evening. **Hearing the stories of success, seeing the humongous smiles on the children's faces and watching them dance will be something I'll cherish for many years.**"

*Jennifer Jennax, Board Member*



**"As a new parent, I am awestruck by the resiliency, patience and personal strength of the young parents we serve** as they balance their parenting roles with their goal to graduate high school."

*Kalen Lumsden, Board Member*



**"I felt proud of the agency's efforts to mentor other organizations to embrace and implement the new provincial childcare curriculum, *Flight: Alberta's Early Learning and Care Framework*.** Taking a leadership role and sharing our expertise and skills is an important organizational value that we live out."

*Mary Marshall, Board Member | Photo: Rob Hislop Photography*



"I was moved by the stories shared by our Terra participants at the 2018 Promising Futures Fundraising Breakfast. **Their courage and hope is awe-inspiring.**"

*Fran Ross, Board Member*



"My passion and life-long work has been around supporting young children and their families. I was powerfully impacted by the Community-University Partnership research project that gave us evidence that **Terra's housing program creates strong developmental outcomes for children through stable housing and wraparound supports.** This program has a direct impact on child well-being and development. Creating a community and a place to belong sets families up for success. I am incredibly proud to be a small part of the life-changing work at Terra."

*Mary Stewart, Board Member and Terra alumna*



"I was moved and impressed in 2018 by our alumni who demonstrated the spirit of giving back. **They participated in public speaking, volunteered their skills to support agency work, donated to the Clothes Closet and rallied their places of employment, family and friends to support Terra with in-kind and cash gifts.** Their community citizenship efforts are inspiring."

*Karen Mottershead, Executive Director*



# Funders and grants

Alberta Advanced Education

Alberta Children's Services

Alberta Health

Canada-Alberta Job Grant

Edmonton Region Child & Family Services

City of Edmonton - Donate A Ride

City of Edmonton Family and Community Support Services

Edmonton Community Adult Learning Association (ECALA)

Edmonton Community Foundation

Employment and Social Development Canada

EPCOR Utilities Inc.

Government of Alberta

Government of Canada - Ministry of Families, Children and Social Development

Public Health Agency of Canada

REALTORS® Community Foundation

Royal Alexandra Hospital Employees' Charitable Donations Fund

Stollery Charitable Foundation

United Way of Alberta Capital Region

# Financials

## 2018 Revenue



- **47%** - Provincial funding
- **5%** - United Way funding
- **12%** - Federal funding
- **4%** - Municipal funding
- **11%** - Child care fees
- **10%** - Other funding
- **11%** - Fundraising

## 2018 Expenditures



- **85%** - Program delivery
- **7%** - Administration
- **3%** - Facility
- **2%** - Fundraising
- **3%** - Education and training

Copies of the complete Financial Statements audited by Peterson Walker LLP Chartered Accountants are available at [terracentre.ca/what-is-terra/financial-reports](http://terracentre.ca/what-is-terra/financial-reports).



"I don't see myself as an Elder but others do, and that's an honour. I've dedicated my life to teaching young people and children the Old Way. That's what is important—**honouring the future generations, journeying back and regaining our culture.** Through cultural programming offered at Terra, families are reconnecting to their culture."

*Elsie Paul, Terra's Elder in Residence*



"In 2018, I was impacted by Elder Elsie Paul's involvement at Braemar and within the agency. I have enjoyed her Beading and Birthing Circles for participants and being involved in her Knowledge Keepers group to sustain Indigenous programming at Terra long-term. I love the **knowledge and wisdom** she has been able to share with me and others."

*Danica, Terra team member*



"I recall the excitement when the manager of housing called to share that they had **smudged for the first time** at the site. It's so wonderful to see openness, accommodation and a willingness for staff to partake in ceremony as an integrated part of their work at Terra."

*Nicole, Terra team member*

## HUMANS of TERRA



"If you've been to our Promising Futures Fundraising Breakfast or our Annual General Meeting, you'll know that we often invite young parents to speak at our events. We've had young moms and dads stand on stage in front of anywhere from 100 to 350 guests and tell their personal story about being a teen parent. I am so inspired—and awed, quite frankly—by the **courage, motivation, leadership and give-back attitude of the families we serve.**"

*Megan, Terra team member*



"My daughter Sapphire enjoys painting. When she's painting, she becomes so focused—it distracts her from everything else around her. It's nice that **she's learning new things at the Child and Family Support Centre**, because then I can do those activities with her at home. I plan to help her adventure with more paint."

*Ashley, mom to Sapphire, Terra family*



**"I saw a group of staff show tremendous growth in 2018.**

These staff are members of Terra's Joint Workplace Health and Safety Committee, which we formed in response to the Government of Alberta's updated Occupational Health and Safety Act in June 2018.

Committee members fully immersed themselves in understanding their duties and responsibilities and the importance of worksite safety."

*Laura, Terra team member*