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Letter from Leadership



Like most years, 2019 was both dynamic and demanding. There were celebrations and accomplishments, and there were times that challenged us to rise above disappointment and sorrow. But through it all, certain themes emerged, many of which are highlighted throughout this report—themes of growing, connecting, inclusion, and relationships.

A major milestone was growing our mental health services. We welcomed three new medical professionals to our team, all of whom have been invaluable in serving our families with highly complex needs. Through timely and accessible sessions, 80% of participants surveyed told us that, “the sessions helped with what led to counselling.” Our community-based model caught the attention of other service providers, and we were happy to share our learnings.

Our C5 collaborative was fully engaged, with enormous growth at its Northeast Hub. The Hub was alive and thriving seven days a week, connecting community members to programs, supports, experiences, and resources. Among them, Terra co-facilitated two new groups—Dinner for Dads and Family Table—that provide the opportunity to engage in quality parent-child time while indulging in a healthy meal together.

A growing aspect of our work in 2019 was deepening our knowledge and practice related to inclusion and diversity. During the year, staff and board engaged in professional development opportunities to help build our capacity in being a more inclusive and diverse organization, examining policies and practices from recruitment to service delivery. Throughout the year, we also supported research documenting best practices to engage young dads—a population whose needs are seldom considered—to help inform the community.

Finally, we were committed to deepening relationships in 2019. We had many inspiring conversations with alumni, reinforcing that our work is important in helping teen parent families achieve healthy outcomes. Our donors and volunteers continued to step up with gifts of time, talent and financial resources, helping build a strong and healthy next generation. We acknowledge them as the Terra heroes. Without their support, the needs of young parents and their children would be much greater.

Thank you to the many who in small ways, big ways and differing ways supported the mission of Terra in 2019. We are truly grateful.

Wendy Yeman
Board Chair

Karen Mottershead
Executive Director

Mission

Empowering teen parents to succeed.

Vision

Teen parent families thrive and enrich our community.

Organizational 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

Board of Directors

Wendy Yewman,
Chair

Jennifer Jennax,
Vice-Chair

Anne Smith,
Past Chair

Edwin Radke,
Treasurer

Mary Stewart,
Secretary

Crystal Arcand
Laura Haynes

Susan Lovie

Kalen Lumsden

Mary Marshall

Lynda Phillips

Fran Ross

Ronda White

Learning and Growing Together



Adolescence is a time to thrive for teens, as they develop emotionally, socially, and creatively. The same is true for teen parents, but their development is two-fold: they are developing as both adults and parents, while also simultaneously supporting the development of their child.

We know that children thrive when they are nurtured in close, consistent relationships. However, many of the teen parent families who access Terra face additional challenges creating this healthy attachment; often, they come from highly vulnerable and impoverished situations, with no safe environment to call home, poor support systems, and a history of trauma.

Research shows that this type of sustained stress can seriously impede both adolescent and child development, so the support teen parents have makes all the difference.

At Terra, we recognize the critical, yet often challenging balance between parenthood, development, and stability in teen parent families. We support families through intentional and purposeful programming that fosters a healthy attachment between parent and child.

Parents learn about themselves through their relationship with their child, enhancing their confidence and competence; they are more attentive, involved, aware, and responsible. Children learn about respectful and reciprocal relationships, supporting their wellbeing and strengthening their sense of belonging to both their family and community.

Together, we empower parents and children—to empower each other.

Terra staff work intentionally with children and their parents through a range of relationship based programs and supports.



Groups and Learning for Tomorrow

Groups are a further extension of the work we do at Terra to help families meet their basic needs, further parent-child interactions, and learn, all while reducing social isolation. In 2019, we increased our programming to 14 groups that are offered at our downtown building, Brentwood House, and in the community. Each group starts with participants sharing a warm meal together, before learning, exploring, and connecting. Each group is unique to the population we serve, ranging from parenting, healthy lifestyle, responsible renting, literacy, early learning and development, healthy families, mental health, Indigenous culture, and more.

Palix Foundation – Brain Story

With the health and wellbeing of children at the core of our practice, Terra began a new initiative in 2019 to learn more about neuroscience discoveries and how to embed this new knowledge into our work. Terra staff participated in two community events hosted by the Palix Foundation to connect with industry peers and learn how we can improve service delivery. We also implemented Brain Story Certification as a foundational learning expectation for all front-line employees. Going forward, a new committee will continue to champion our understanding of Brain Story, the neuroscience behind it, and how it can be applied across our agency.

58%

of front-line staff are
Brain Story certified

The Power of Connections



Children are at the heart of our work. Terra's partnerships all help to ensure the children of teen parents have the very best starts in life.

The lives of teen parent families are complex. The majority experience poverty over long periods of time, putting them at a higher risk for challenges later in life. Their lives can be unstable, often with few positive supports to lean on. In order to succeed, it requires the combined efforts and expertise of enhanced community support and partnerships. **It takes a village.**

Over the years, Terra has formed many powerful connections to support parents and enhance child development.

Terra has partnered with **Edmonton Public Schools** at Braemar School for more than 20 years to support student parents completing their high school diploma. Through multiple on-site services, students can concentrate on both their studies and their new role as a parent. Services include access to on-site doctors, Dr. Dibden, Dr. Waters and Dr. Lappa—and have so for the duration of our 20-year partnership.

Participants also have access to on-site prenatal care, emotional support, nutrition teaching, and referrals from **Royal Alex Hospital – Adolescent Pregnancy Clinic**, and a **Well Baby Clinic** where babies can be weighed, monitored and immunized regularly through our partnership with **Alberta Health Services – Bonnie Doon Clinic**.

Through these deep, long-term community partnerships focused on the well-being of young parents and their children, we make a difference toward shaping healthy, bright futures.



100% of children Terra serves have up-to-date immunizations

100%

of Terra participants have access to free pre-natal support

4 healthcare organizations provide on-site services at Braemar School

Partner Profile: **Our Lady of Grace**

Terra works in partnership with the Our Lady of Grace Program through Edmonton Catholic School to offer parenting classes to students while they're in school, reducing barriers to access our programming. Specifically, we bring best practices, parenting knowledge, and program information to a dad's group twice a month and a mom's group once a month. To extend the partnership further, we also complete intakes and provide additional supports through the Community Services Home Visitation Program, as needed.

Partner Profile: **Edmonton Young Offenders Centre**

Unique in many ways, Terra partners with the Edmonton Young Offenders Centre to offer a parenting program for youth who are incarcerated. It is a volunteer program, meaning all who attend have a genuine interest in learning about their children's development and upcoming milestones. They interact with staff and learn hands-on skills, such as swaddling babies, preparing infant formula, fostering literacy, and exploring their parenting styles.

Making Diversity and Inclusion a Priority



Elder Elsie and some of the many moms who were impacted by her presence at Braemar School.

At Terra, we believe all staff serve as a bridge to culture and that a strong connection to culture increases resiliency in the young families we serve.

For two years, Elder in Residence Elsie Paul helped to grow our spirit of inclusiveness through her teachings and presence. We said goodbye to her in 2019 as she moved into semi-retirement, but the impression she made on staff and families will stay with us for a long time.

Elsie spent one day a week at Braemar School, where she interacted and led a smudge ceremony with “the little Elders” in our Child and Family Support Centre in the morning, and facilitated a Cultural Teachings, Crafting & Activities group with young moms in the afternoon.

She also helped mentor our Terra “Knowledge Keepers,” sharing her contacts, connecting them to community resources, and expanding our Terra network extensively.

At her farewell ceremony, the impact she made on staff and families was evident in the turnout of more than 75 guests. As part of the ceremony, Elsie was wrapped in a blanket gifted to her by Terra. A drummer played the “Honour Song” and one of our Indigenous Knowledge Keepers sang the “Women’s Song,” as attendees shed tears of both laughter and love. Afterwards, staff and participants were invited to individually share their gratitude through words, hugs, and gifts over tea and bannock.

Elsie’s kind, patient, warm, and generous demeanour, along with her extensive cultural knowledge and teachings, will be deeply missed—but not soon forgotten.

Thanks to funding from our community partners like the Edmonton Community Foundation, and the support of many Indigenous teachers, Elsie’s role and farewell ceremony have created a sense of Indigenous community within our organization.

Terra is fortunate to be able to provide smudge materials for all participants.

Knowledge Keepers

Our Knowledge Keepers have a passion for culture and a desire to support the integration of Indigenous practices into our way of being at Terra. Following the mentorship of former Elder in Residence Elsie Paul, our five Knowledge Keepers now serve as cultural representative in their respective program areas. They share Indigenous knowledge, teachings, practices, culture and ceremony—and their web of connections extends to the community.

Smudging Made Possible

Thanks to generous community support, we have been able to further incorporate Indigenous teachings across Terra by purchasing materials for smudge ceremonies—also referred to as smudging. With smudging, medicines are burned to create smoke and intentions are sent up with the smoke to connect with Creator. It serves many purposes: to pray for others or yourself; express gratitude; talk with loved ones in the spirit world; get through difficult times; and cleanse spaces by chasing away negative energy. With so many of our participants being Indigenous, being able to smudge creates an inclusive and welcoming environment.

Growing through Training

In 2019, we committed to deepening our knowledge and practise of diversity and inclusion with instrumental support from the Centre for Race and Culture. Together, we hosted all-staff training on Intercultural Communication to explore our own cultural lens and biases, and how our power and privilege influences our interactions with participants. Efforts extended to our Board of Directors, too. Directors attended a series of workshops on diversity and inclusion and shared their learnings with our agency. We ended the year with community-based training on recruitment and retention, positioning us for further growth and development into 2020.



92%

of Terra staff participated
in Diversity and Inclusion
Training in 2019

Indigenous Programming in 2019

- 40** – weekly cultural activity groups led by Elder Elsie at Braemar School
- 240** – participants attended cultural teachings
- 80** – hours spent teaching our “Little Elders”
- 9** – Beading Groups

The Community Makes Us Stronger



Terra families
enjoying a festive
holiday celebration
in their honour.

The holidays can be a lonely and challenging time for teen parents struggling to provide necessities and shelter for their families. To help, our Community Services team hosts a Participant Holiday Party every December to provide an opportunity for our young families to celebrate the season together.

Many of our participants eagerly look forward to this celebration and, thanks to the power of community support, 2019 was an especially memorable year. Donors and volunteers old and new stepped up to create a magical and fun evening for all.

Approximately 75 families attended the event and 90 children received new toys, courtesy of Alberta Blue Cross' Hearts of Blue and Rob's Albertan Service Experts. EPCOR provided many hands again this year to help turn these items into beautifully-wrapped gifts—bringing joy to each child.

A festive turkey dinner is a special luxury for many of our families and something we strive to provide each year at the event. DynaLIFE Medical Labs has generously made this meal possible for the past several years.

In addition, we provided activities, crafts, books, and Santa photos for families to enjoy. A long-time volunteer played Santa, and a volunteer photographer captured beautiful moments throughout the event. Staff created a special children's reading igloo to pay tribute to Kathy Kozens, a long-time member of the Community Services team who passed away recently.

We are very thankful for our wonderful community of supporters who engage their networks and colleagues to support our work and make this event possible each year.



Community Support in 2019

\$583,297 generously donated by
community members

\$79,243
value of in-kind donations

28 new
volunteers

3110
volunteer hours

Doing Good with Denim

We strive to empower parents with the tools and supports they need to build self-reliance, but it's community partners who enable us to do even more. In 2019, we were thrilled to develop a new community partnership with local women's store, FLOC Boutique. The team at FLOC hosted a "Denim Days" event for us, collecting more than 100 pairs of gently-used denim and other women's clothing from their customers. We then used the donations to set up a Denim Shop for participants at one of our Family Nights, giving them access to essential items like clothing at no cost.

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.

- Private Member
- Bert and Joyce Cook Fund at Edmonton Community Foundation
- Valerie Boisvert
- Margaret R. Brooks
- Mariesa Carbone
- Karen L. Daam
- Derrick Golf and Winter Club – Ladies Golf Group
- Jeffrey Dick & Debbie Jeannotte
- Elaina Dorsey
- Dennis and Judy Dube
- Barbara Dussault
- Edmonton Oilers Community Foundation
- Eldon & Anne Foote Fund at Edmonton Community Foundation
- Wendy Florence
- Stella Gammie
- Ricki Golick
- Krista Goretzky
- Kathy Hawkesworth and Gary Kriviak
- Carmen Haywood
- Barbara Hoff-Morin
- Janet Howell
- DeAnn Hunter
- Jennifer Jennax and Trevor Hughson
- Jac'y Hayter Achieving Dreams Together Fund at Edmonton Community Foundation
- Jim Klinge & Wendy Doughty
- Mellissa D. Kraft
- Karen Kvill
- Peder Lodoen
- Katherine Audrey Lowe
- Maureen Barnes and Joe Dolan Award Fund at Edmonton Community Foundation
- Meghan DeRoo McConnan
- John A. Meston
- Camela Miles
- Wayne & Karen Mottershead
- Sylvia Nasser
- Abilio & Jennifer Nunes
- Charlie & Suzanne Nunn
- Optimax Benefits (Earl Shindruk)
- June Panteluk
- Della Paradis
- Pro Active IT Management
- Rosemary Robins
- Marilyn Ann Slemko
- Sylvia Nasser Education Fund for Terra at Edmonton Community Foundation
- Terra Nutrition Fund at Edmonton Community Foundation
- The Family of Toby Levy Fund at Edmonton Community Foundation
- Amy Walchuk
- Barry & Valerie Walker
- George & Roberta Wells

To learn more about Future Builders, please contact Donna Ma at (780) 428-3772 or dma@terracentre.ca.

Partners

Terra is fortunate to have a wide range of partners in the community to help us reach our goals. Through collaboration, we are able to better serve our families and achieve more together.

- AHVNA
- Alberta Father Involvement Initiative
- Alberta Parent-Child Assistance Program
- Association of Early Childhood Educators of Alberta (AECEA)
- 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 (FRPCanada)
- Capital Region Housing Corporation
- Carrington Group Builders Ltd.
- Catholic Family Service of Calgary – Louise Dean Centre
- Catholic Social Services
- Centre for Child, Family and Community Research
- Centre for Family Literacy
- Child Development Dayhomes
- Chimo Youth Retreat Centre
- Community Initiatives Against Family Violence (CIAFV)
- Community Options
- Community-University Partnership (CUP) for the Study of Children, Youth & Families
- Duggan Public Health Centre
- 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 Org (EIYSA)
- 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
- Norwood Child and Family Resource Centre
- Ottewell Place
- Our Lady of Grace School of Alternative Education
- PolicyWise for Children & Families
- Post Partum Depression Association
- Primrose Place Family Centre
- Royal Alex – Adolescent Pregnancy Care Clinic
- TODAY Family Violence Help Centre
- University of Alberta, Department of Educational Psychology
- West Jasper Place Public Health Centre
- Woodcroft Community League
- YOUCAN Youth Services
- Youth Empowerment and Support Services (YESS)
- Zebra Child Protection Centre

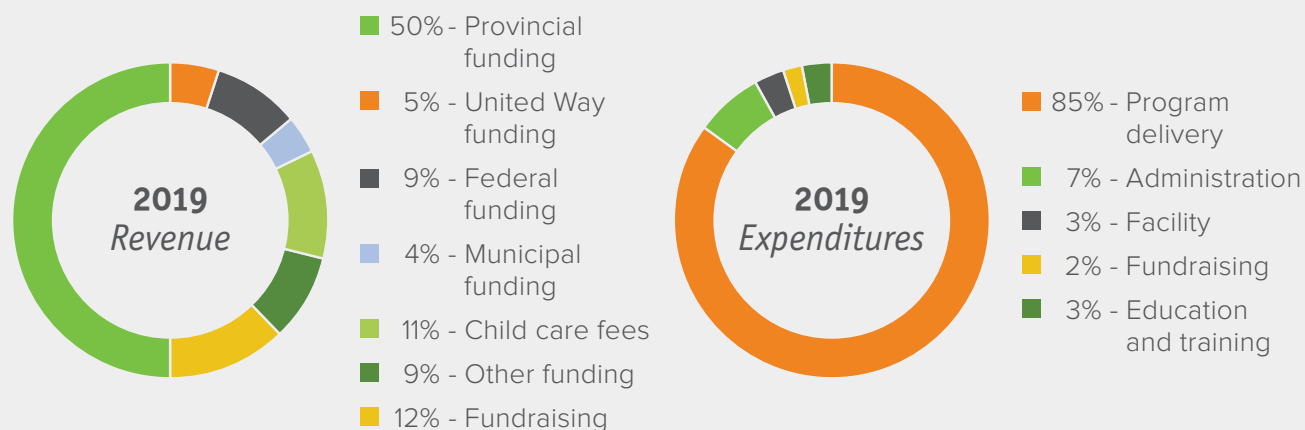
Funders and Grants

Funders are instrumental in ensuring continuity of core programs and services. Terra is extremely grateful for the generous support of a number of granting agencies, government departments and public foundations.

- Alberta Advanced Education
- Alberta Children's Services
- Alberta Community and Social Services
- Canada-Alberta Job Grant
- City of Edmonton – Donate A Ride
- City of Edmonton Family and Community Support Services (FCSS)
- Edmonton Community Foundation
- Edmonton Region Child & Family Services
- Employment and Social Development Canada
- Government of Alberta
- Government of Canada – Ministry of Families, Children and Social Development
- Public Health Agency of Canada (including the Alberta CAPC-CPNP Coalition)
- Royal Alexandra Hospital Employees' Charitable Donations Fund
- Stollery Charitable Foundation
- United Way of Alberta Capital Region

We have made every effort to ensure these lists are 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.

Financials





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