



Karen Mottershead, Executive Director,
Terra Centre for Teen Parents

Message from Karen

As we look forward to 2021, we can't help but reflect on all we were able to accomplish in 2020. None of which would be possible without our amazing community of supporters. Thank you to each and every one of you who believed in Terra and the potential of teen parents. While 2021 is filled with a measure of uncertainty Terra has many bright moments to look forward to – most notable is Terra's 50th anniversary. Our year-long celebrations will kick-off in June and we are excited to reflect on our rich history and what we've been able to accomplish in the community.

2020 reminded us that we are resilient and adaptable and we can't wait to see what we will achieve together in the year ahead! We wish you all good health and much happiness in 2021.

\$630,682
raised through community
support

648
donors

1616
financial gifts

92
gifts made in kind

\$41,300+
in-kind gifts donated



2020 at a Glance

Adapt, Pivot, Deliver

2020 was an interesting year to say the least. We all faced a global pandemic and massive changes to our funding sources required us to quickly pivot to ensure we could continue to meet the needs of the teen parent families we serve. Thanks to donor support, we were able to:

- Offer new socially-distanced groups and supports, including virtual programming
- Complete more than **850** curbside deliveries of essential items to our participant families
- In collaboration with Edmonton Public Schools, continue to provide uninterrupted education and childcare services at Braemar School.

"I just wanted to say thank you! The fact that people think about Terra and participants like me is truly amazing. I am so glad that there is a place like Terra Centre for so many young parents to get help...when my family turned their back on me for being a young mom, I couldn't do it without Terra. I am eternally grateful to Terra staff and to the community who contribute donations. My family and I appreciate it so much. I couldn't be more thankful."

- Terra Participant



YOU DID THIS!

Childcare is Essential

Teen parents can expect quality early learning and care from professionals who truly care.

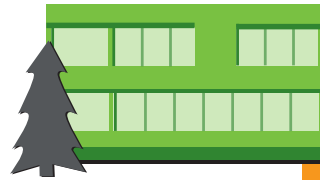
"Thank you to all the incredible donors who supported our *Childcare is Essential Campaign*. We are thrilled to share that this campaign raised \$72,685! Thanks to your generosity, Terra's Child and Family Support Centre can continue to provide the intentional, individualized care that teen parent families deserve. Your generous donations will allow us to embed best practices in early learning and children's well-being across all Terra programs, expanding important programming to more teen parent families. Thank you for investing in the next generation."

- Carol Sullivan, Director, Early Childhood Services



\$72,685

raised to support
our Child and Family
Support Centre!



You are Not Alone:

Campaign for Mental Health Supports



When the pandemic hit, many things changed for Terra including some of our funding partners needing to redirect their resources to support pandemic recovery. While funding was reduced, the need for mental supports did not. To ensure our families' mental health needs were fully met, we launched our *You Are Not Alone Campaign*.

Thank you for showing teen parents they are not alone and contributing to this important initiative. Together, we raised over \$50,000 which enabled us to:

- Deliver **781** therapy sessions to Terra participants in 2020
- Transition to alternative methods of therapy with facetime, phone and text sessions during the pandemic
- Deliver agency-wide staff training on suicide and self-harm training to over **40** staff and volunteers
- Host virtual weekly mindfulness classes at Braemar.

A New Home for Terra

Over our 50-year history, Terra's programs have continued to evolve and change. As we embark on our next 50 years, we realize that our downtown building does not meet our needs and is not equipped to help us achieve our vision for the future.

We have been on the search for a new home for a number of years - a home that will be dynamic and inclusive that will provide young parents increased opportunities to participate, learn and grow as citizens and parents. After many years, we are thrilled to announce we have finally found our home. We are in the early stages of this journey and we look forward to sharing more with you soon. Please keep an eye on our website for updates!

