



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 trailblazers

Responsible

We ensure the sustainability of our core services

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Table of **Contents**

1	Letter from Leadership
2	Our Work
3	Adapt, Pivot, Deliver
7	Valued Volunteers
8	Great Giving
9	Fundraising Goes Virtual
10	We're Better Together
11	Creating Legacies
12	In Fond Memory: Tribute to Hilton Dinner
13	Looking Ahead
15	Partners
16	Funders & Grants
16	Financials

Letter from Leadership



Karen Mottershead



Jennifer Jennax

2020, is a year not to be forgotten and will be marked by ways that changed how we live, work, and connect. With nearly 50 years of experience, clear objectives, and an outstanding team of dedicated professionals we were well positioned to respond to the challenges brought on by a pandemic. Our leaders set out on innovative trails; our teams collaborated to ensure our young families were supported, and our donors and partners rallied support for us to address the changing needs caused by the pandemic.

By the end of March, the impacts of the COVID-19 pandemic were already impacting our participants and their children. With many of our participants lacking natural supports, isolation added to the long list of struggles for a teen parent. It became imperative to not only ensure we could provide the same levels of support but find new ways to connect and engage with our families.

While community support and emergency Provincial funding supported specific efforts in our work, loss of other funding added to the financial challenges of 2020. Staff releases and some reorganization was necessary. The new Hub and Spoke service model was rolled out through the Ministry of Children's Services and we were pleased to have secured resources to continue our home visitation program. With additional funding, we were able to advance our efforts to serve more young parents seeking mental health services.

With the fog of uncertainty lifting bit by bit, we are looking to the very near future with bright eyes. Just over the next horizon we will be celebrating our 50th anniversary and moving to our new building. As well, we have a new set of strategic goals to guide us.

The new building is the result of a long 6-year journey and we look forward to having the space to expand our programs and services. In late 2021

we will be welcoming our families and the greater community to our new home.

Our dedicated board members did not miss a step in 2020. In the last months of the year they focused on the future and developed four strategic goals that will guide Terra's work over the next five years:

1. Terra will promote the growth of volunteers, board staff to achieve excellence in serving the mission.
2. Terra will transform services in response to evolving needs and empower teen parent families to succeed.
3. Terra will apply principles of equity and anti-oppression to everything it undertakes: service delivery, Policy development, relationship building, and system design.
4. Terra will expand its financial foundation with a focused effort on building a culture of philanthropy.

These goals are ambitious and aspirational. It is our hope that by setting such goals, we will be challenged to grow as an agency while strengthening our impact on young lives.

The experience of 2020 is a testament to what Terra can accomplish and it is this wind at our backs that will see us achieving our future goals. Thank you for your continued support of empowering teen parents to succeed. We look forward to reconnecting in 2021.

Jennifer Jennax
Board Chair

Karen Mottershead
Executive Director



WE SET TEEN PARENTS UP FOR FUTURE SUCCESS

Through a wide range of supports, we help teen parents achieve their high school and post-secondary goals to create futures rich with possibility.



WE KEEP CHILDREN AT THE HEART OF OUR WORK

Early learning and care is embedded into everything we do. We are committed to ensuring the children of teen parents have the very best start in life and can grow into contributing society members.



WE GIVE TEEN PARENTS THE TOOLS TO CREATE A HEALTHY HOME

Our Successful Families program helps teen parents secure safe, affordable and stable housing. With a roof over their heads, young parents can focus on raising healthy, happy children.



WE BUILD STRONG RELATIONSHIPS WITH TEEN PARENTS

Our Outreach Workers educate and connect our young moms and dads to the community supports required to help them become self-sufficient and build their capacity to raise healthy children.

"Terra was there for me when I didn't have anyone there for me [they] gave me options, introduced me to pregnancy support programming, getting me back to school, having someone there for me and to support me in my needs."

~ Terra Participant



Celebrating graduation day with participants and their children

Adapt, Pivot, Deliver

The dawn of the COVID-19 pandemic affected families across the globe and the complex challenges that affect our teen parent families put them at an increased risk of hardship. Terra Centre participants and their children were faced with complications and stressors resulting from a reduction in financial resources, disruptions to education, and loss of access to professional and personal support networks. They experienced heightened parenting stress due to childcare closures, and lack of early learning opportunities for their children, and they struggled to obtain basic needs.

With nearly 50 years of experience, Terra was ready to respond to the 2020 crisis. We adapted how we work, pivoted to the greatest needs for our participants, and delivered the services that would ensure the success of our teen parent families.

Educational Supports

Terra's Services for Educational Achievement team works on-site at Braemar School supporting young moms who are working to complete their high school education. When schools were suddenly forced to close, the team needed to quickly adapt to ensure parents were successful in the switch from in-person to fully online learning. In less than a week, the team pivoted to focus on supporting participants navigate their new normal.

The team provided Google Classroom tutorials and worked with participants to establish routines that would both support their child's development as well as their own high school completion. With the shutdown, it became clear that social isolation was a concern for our families, so the team created a private Facebook page, and posted multiple times a day at regular intervals and staff would dedicate time to engage with participants one-on-one.

While the 2020 school year looked different, we're proud of the adaptability of our participants and staff.



Terra graduate with her child
Class of 2020



Commitment to Children

At Terra, we are committed to keeping children at the heart of our work. When our Child and Family Support Centre (CFSC) re-opened in September after being forced to close in March, our team of educators have worked tirelessly to ensure our families and children remain connected despite increased restrictions.

Educators at the CFSC developed a number of creative ways to stay connected and engage parents in their child's learning. For example, educators have begun back-and-forth journaling with families. These journals proved to be successful in involving families in meaningful dialogue and bringing them into their child's learning experience. Our playground was a great space to invite moms to engage with their child through play while minding public health measures. CFSC is a community in itself and relationships are the foundation of our practice. Though the pandemic challenges our daily operations, our commitment to children and families remains strong.



Sharing learning experiences together

Great Grad

The pandemic brought on a number of uncertainties and extra challenges for our participants, so when it came to graduation, our team knew it needed to be a celebration to remember. The SEA team got to work to plan a pandemic safe outdoor graduation to celebrate the amazing accomplishments of the moms at Braemar School.

The Class was divided into 30-minute blocks over the course of 3 days and every graduate was celebrated individually. Terra team members were on hand to clap and cheer for each participant. Creative photo backdrops were built for cap and gown, as well as formal attire photos and a congratulatory gift to mark the occasion.

31



Terra participants graduated and enjoyed a safe outdoor ceremony in 2020

With the increased parenting stress due to childcare closures, and lack of early learning opportunities for children, our educators assembled and delivered family engagement kits to our families.

[illegible]

COVID kits were delivered to families to keep them engaged and learning.

Salt Dough Recipe

You will need
 2 cups flour
 1 cup salt
 1 Tbsp vegetable oil
 1 Tbsp vinegar
 1 cup lukewarm water
 Rolling pin

Wheel of Objects:

- 1. Smoothie
- 2. Yogurt
- 3. Applesauce
- 4. Fruit
- 5. Smoothie
- 6. Yogurt
- 7. Applesauce
- 8. Fruit

Sensory Items:

- Flour
- Salt
- Smoothie
- Yogurt
- Applesauce
- Fruit
- Smoothie
- Yogurt
- Applesauce
- Fruit



"So glad to do this with my daughter, and even before we did the activity, she was already in there pulling things out and playing with them!"
~Terra Participant

Food Security

A greater need for food security was identified as our young families struggled with the economic impacts of the pandemic. Through the support of generous donors and community funders, we were able to create an emergency food pantry to support this need. Our team fulfilled 120 emergency pantry deliveries.

When ongoing food security was identified for a family, our team mobilized efforts to help teen parents navigate other food security services like Edmonton's Food Bank, and the C5 North East Hub. We also provided our young families with resources like healthy recipes, meal preparation and budgeting guidance. We also developed a hamper program that could help meet our participants needs during the holiday season. One-time Holiday Hampers were designed to support a family for four weeks.

"Terra has provided me with a sense of community and support and they have been nothing but kind and understanding since first becoming involved with them."

~Terra Participant



Terra staff supporting C5 Hub deliveries

Valued Volunteers

With all the hurdles and challenges of 2020, Terra's volunteer team has been resilient, adaptable, and supportive. Time and time again they have been ready and willing to help when called upon. Our sincere and heartfelt thanks to all of the people who are so generous with their time and compassion.

Despite not being fully open, our volunteers accomplished so much.

- 38 volunteers contributed around 310 hours to support our Casino in January 2020
- Organizations and groups provided lunch on 18 occasions for moms at Braemar School
- Volunteers contributed 580 hours to manage and maintain the Clothes Closet
- 15 volunteer drivers contributed more than 130 hours to support various programs

Terra supporters dropping off essential items



Volunteer sorting donations for the Clothes Closet



40
new volunteers

2037
volunteer hours





LOVEPIZZA diaper drive
201
boxes of diapers



\$41,300
in-kind gifts donated

92
gifts made in kind

Great Giving

From diaper drives to school lunches, we have amazing supporters who make sure that our teen families feel valued.

There are so many people who provide us with items to help support our teen parent families. We are grateful that they think of Terra with their generous spirit. Special thanks to some of our in-kind supporters in 2020.

- Cookies By George
- Salvation Army
- Imperial Oil - Women's Interest Group
- Floc Boutique
- LOVEPIZZA

Terra Loves LOVEPIZZA

At the onset of the pandemic, one of our long-time partners LOVEPIZZA also had a pivot of their own. Known for quick dine-in pizzas, LOVEPIZZA pivoted to begin offering their customers frozen pizzas. We were thrilled when LOVEPIZZA thought of surprising our parents with frozen pizzas as a pick-me-up at the beginning of the pandemic.

LOVEPIZZA donated 100 ready-to-bake pizzas to Terra for our staff to safely deliver to our families. These pizzas were an amazing treat to our families and an incredible reminder that the community cares.

Despite the pandemic, LOVE PIZZA still hosted their annual diaper drive. While it was virtual they raised enough money to purchase 201 boxes of diapers to support Terra families.

There was much uncertainty in 2020, but the one thing we knew was that our community partners would not forget about the teen parent families we serve.

Terra family receiving a special LOVEPIZZA delivery



Fundraising Goes Virtual

Laughs Over Lunch 2020

When COVID-19 struck last year, Terra knew we would need to get creative in our fundraising efforts, especially for our annual fundraising breakfast. With less than three months to go before the scheduled date, we decided to transform the event into a new fall virtual lunch experience – Laughs Over Lunch. We sought feedback from donors and they were incredibly supportive and excited. We embraced this opportunity to try new things, including partnering with local businesses to offer lunch and a special VIP option for attendees.

We raised over **\$86,000** to continue providing services to young families and respond to unexpected challenges. We are enormously grateful to all our supporters for coming on this journey with us. A special thank you to our generous event partners and supporters who helped make LOL the incredible success that it was.



Financial Contributors

EPCOR

Gryphon Benefits

DynaLIFE

Gift-In-Kind Supporters

Cloud Nine Pajamas

Color de Vino

Glass Bookshop

Hansen Distillery

LOVEPIZZA

Mercer's Catering

PlanIt Sound

Print Machine

Rosewood Foods

Vikki Wiercinski

Yoga Life Studio



Rapid Fire Theatre Comedy Performers

"So proud of the work that Terra does....and thank you to all of the supporters. Wonderful segment!"

~ Laura, LOL Guest

Paul Thorne, Pre-show Entertainment



\$630,682
raised through community
support

1616
financial gifts

648
donors



Terra Centre | 2020 Community Report

Terra participant with her child

We're Better Together

At the beginning of COVID-19, we were unsure what the future would hold for us, our families and many of our community partners. We all wondered how we would make it through, but we continued to be overwhelmed with support from our community of supporters.

Childcare is Essential Campaign

For many families, childcare is a necessity, and the approach at our childcare centre is designed for the unique challenges of teen parents. Our *Childcare is Essential* campaign was launched due to decreased funding and increased operational challenges related to COVID-19. With the support of community we exceeded our year end fundraising goal and raised **\$72,685** for 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*.

Community support 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 staff training on suicide and self-harm training to over **40** staff and volunteers
- Host virtual weekly mindfulness classes at Braemar

We are grateful for the support of the community who continued to support Terra during this uncertain time.

Creating Legacies

As we celebrate nearly 50 years of empowering teen parents to succeed, our deepest gratitude to Future Builders for their commitment and support to ensure Terra can continue to make a difference in generations to come. To learn more, please contact Donna at 587.545.7673 or dma@terracentre.ca.

Maureen Barnes and Joe
Dolan Award Fund at
Edmonton
Community Foundation

Valerie Boisvert

Margaret R. Brooks

Mariesa Carbone

Bert and Joyce Cook Fund at
Edmonton Community
Foundation

Karen L. Daam

Derrick Golf and Winter Club
–Ladies Golf Group

Jeffrey Dick and Debbie
Jeannotte

Elaina Dorsey

Dennis and Judy Dube

Barbara Dussault

Edmonton Oilers Community
Foundation

Eldon and Anne Foote Fund at
Edmonton Community
Foundation

Wendy Florence

Stella Gammie

Ricki Golick

Krista Goretzky

Kathy Hawkesworth and Gary
Kriviak

Jac'y Hayter Achieving
Dreams

Together Fund at Edmonton
Community Foundation

Carmen Haywood

Barbara Hoff-Morin

Janet Howell

DeAnn Hunter

Jennifer Jennax and Trevor
Hughson

Jim Klinge and Wendy
Doughty

Melissa D. Kraft

Karen Kvill

Peder Lodoen

The Family of Toby Levy Fund
at Edmonton Community
Foundation

Katherine Audrey Lowe

Meghan DeRoo McConnan

John A. Meston

Camela Miles

Wayne and Karen
Mottershead

Sylvia Nasser

Sylvia Nasser Education
Fund for Terra at Edmonton
Community Foundation

Abilio and Jennifer Nunes

Charlie and Suzanne Nunn
Optimax Benefits (Earl
Shindruk)

June Panteluk

Della Paradis

Pro Active IT Management

Rosemary Robins

Ken and Margaret Singleton

Marilyn Ann Slemko

Terra Nutrition Fund at
Edmonton Community
Foundation

Amy Walchuk

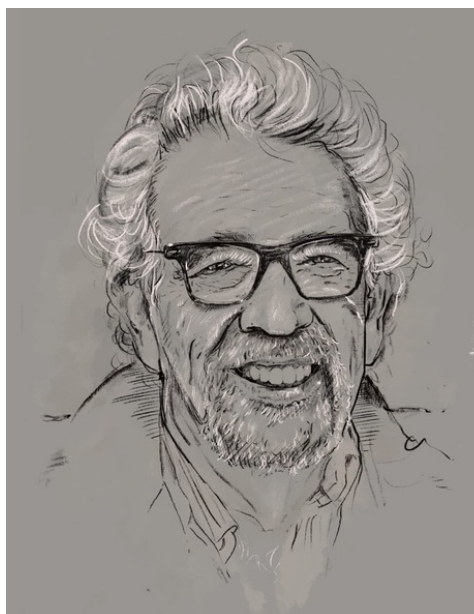
Barry and Valerie Walker

George and Roberta Wells

Private Member

Future Builders are donors who have made a commitment to Terra through endowment giving or included us in their estate plans.

In Fond Memory



Tribute to Hilton Dinner

Late into 2020 Terra, as well as the larger community lost a dear friend who passed away, Hilton Dinner.

Hilton and his wife Michelle Dinner, owners of Edmonton's beloved Bon Ton Bakery, have been long time generous supporters of Terra for close to 20 years. The Dinners were first introduced to Terra through their daughter-in-law, who was a volunteer with us at the time. They were drawn to Terra's non-judgmental and welcoming approach to serving young parents.

Each week a car full of baked goods from Bon Ton Bakery would arrive at Terra with enough wonderful artisan breads and pastries to fill our freezer. These donations were then distributed to our young families during weekly home visits.

Bon Ton was instrumental in helping Terra expand our accredited Child and Family Support Centre at Braemar School. For the Bakery's 50th anniversary in 2007, the Dinners chose to partner with Terra and launched the "Celebrating Milestones" campaign. The goal was to raise \$50,000 for the expansion and with the Dinner's making the lead gift, they encouraged community members to contribute to Terra. Through the generosity of the Dinner's and their customers, the \$50,000 was raised in one month.

Hilton's legacy of community impact is far reaching as many other community agencies benefited from his spirit of generosity. We are grateful for having experienced his passion for community, humor, tenacity and most importantly his commitment to making a difference in the lives of those who need a little more help along the way.

"Terra's an easy organization to support because the need is real and the services are provided unconditionally."

Hilton Dinner 2015



Terra participant sharing her excitement with family

Looking Ahead

Our Community Report is usually a reflection on the accomplishments of the year past, but this year we wanted to include a forward-looking section as 2021 will be a monumental year for Terra.

Terra Turns 50

2021 marks Terra's 50th anniversary! Officially incorporated in June 1971, Terra has had a rich history of serving teen parents in the Edmonton region.

We are excited to commemorate this milestone by documenting our history and celebrating the accomplishments of the thousands of alumni whose journey's we were a part of in some way. As we document our journey as an agency, we will also reflect on how society has changed when it comes to the acceptance of teenage pregnancy and will acknowledge the role Terra has played in that evolution.

Our celebrations will officially begin in June 2021 and will continue until June 2022. We have much planned for our anniversary year and look forward to celebrating together with you!

New Home for Terra

After a 6-year journey, we are excited to share that we have found a new building and will be moving at the end of 2021.

While our downtown location has served us well for many years, we have outgrown the space and it does not fully meet the needs of our young families.

Our new home will be located in the mature community of Grovenor. It is easily accessible by public transit and will create a sense of belonging for our young families.

Our new building is more than the size of our current location and will provide Terra with the functional space to be able to expand our programming and introduce different kinds of participant groups. Our new space will be designed with teen parents in mind, will be inclusive, and will fully support family-based programming.

We will also have the space to collaborate with other community partners and transform into a community resource for our families.

While our 50th anniversary is a time to reflect, we are excited to begin the next chapter of the Terra story in a new home.



New building located at 10320 146 St NW

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 of 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
- YOUNG 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

