



**terra centre**  
Empowering Teen Parents to Succeed



**COMMUNITY**  
REPORT 2024

## 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.

## STRATEGIC GOALS

# 1

### ADAPTING AND ADVANCING

Terra will transform services in response to evolving needs and empower teen parent families to succeed.

# 2

### CONFRONTING RACISM

Terra will apply the principles of equity and anti-oppression to everything it undertakes: service delivery, policy development, relationship building, and system design.

# 3

### CAPACITY BUILDING

Terra will promote the development of staff, volunteers, and board, to achieve excellence in serving the mission.

# 4

### GROWTH AND DEVELOPMENT

Terra will expand its financial foundation with a focused effort on building a culture of philanthropy.

# Board of Directors

Katherine Salucop

Chair

Ozlem Cankaya

Vice-Chair

Edwin Radke

Treasurer

John Beards

Secretary

Trina Adams

Scarlett Cardinal

Tammy Haydey

Amjad Khadhair

Jennifer Pascoe

Marni Pearce

Kesa Shikaze

Tanya Tourangeau

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# Letter from *Leadership*



Karen Mottershead



Katherine Salucop

As we reflect on the past year at Terra Centre for Teen Parents, we are proud of the progress we have made in strengthening our programs, enhancing our impact, and planning for the future. This year was one of growth, collaboration, and as always, a commitment to the families we serve.

We embarked on an exciting journey to develop a new strategic plan that will guide our priorities for the next five years. With the support of a consultant, we engaged in thoughtful discussions to ensure that our direction aligns with the evolving needs of teen parent families. This process included in-depth conversations with staff and participants, gathering insights that will help shape our future. The planning process kicked off with a day-and-a-half session involving our Board, senior leaders, and consultant, where we explored trends, analyzed data, and deepened our understanding of social issues. We look forward to rolling out our new strategic plan in the spring of 2025.

Mental health remains a crucial focus of our work. Thanks to funding from the City of Edmonton's Family and Community Support Services, our mental health therapists have been able to enhance referral coordination and connect participants with additional support services. We also launched C5 Youth Connect, a collaborative project through C5 agencies, with funding from the Government

of Alberta. This initiative focuses on youth suicide prevention by empowering young people to take an active role in promoting mental well-being within their communities.

We are thrilled to share that Terra has once again achieved accreditation with flying colors through the Canadian Accreditation Council. This designation, which is valid for four years, reaffirms our commitment to high-quality services and a stronger practice model. The accreditation process included interviews with board members, staff, and participants, as well as a thorough review of our files and policies. The results highlighted that Terra continues to be a strong and effective organization, dedicated to providing meaningful support to teen parent families.

As we look ahead, we remain dedicated to empowering young families, fostering community connections, and advocating for the supports they need to thrive. Thank you to our staff, partners, funders, and community members for your unwavering commitment to our mission. Together, we are making a difference.

Karen Mottershead  
**Executive Director**

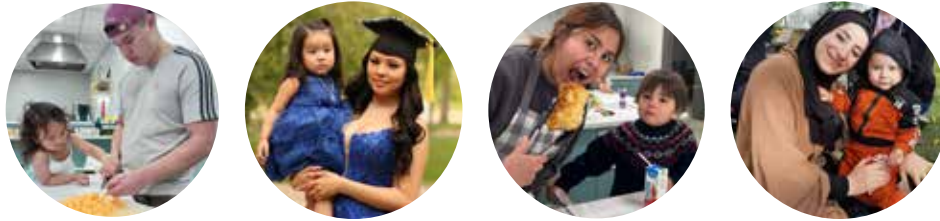
Katherine Salucop  
**Board Chair**



Laura Fulmer was awarded the 2024 Bette Walkey Award for her dedication to the success of teen parents. In 2000, Laura came to Terra as a new post-secondary graduate. Over her time with Terra she has held many positions from Student Support worker, Manager of Education and Early Learning, to her latest role as Director of Strategic Growth and Performance. Laura provided deep reflection and critical thinking that brought added value to the decision we made in how we served the families we walked alongside. Laura's leadership provided excellent coaching and mentorship in living out our Terra Values. Laura retired from Terra in the summer of 2024.

BETTE WALKEY WAS A TEEN PARENT IN THE LATE 1960S AND THE DRIVING FORCE IN STARTING WHAT WOULD BECOME TERRA CENTRE FOR TEEN PARENTS.

# Terra Services 2024



close to **1000**  
teen parents and children are  
served through Terra each year

**50%**  
in 2024 identify as Indigenous

## Programs and Services Include:



### Early Learning and Childcare

with a strong focus on relationships, educators provide on-site quality care and an enriched learning environment for the infants and toddlers whose parents are attending Braemar School



### Youth Leadership

a focus on developing teen parent's skills including leadership, teamwork and communication skills, by providing opportunities for participants to be involved in their community



### Mental Health Services

provides individual and couples counselling and Psychiatric care to teen parents to help assess and address their mental health challenges and develop coping skills



### Group Services

a wide range of group programs to support teen parents in their development as parents and young adults while decreasing social isolation



### Family Learning

home visitation program that helps teen parents develop positive parenting skills while addressing barriers to achieving their goals



### Educational Supports

in partnership with Edmonton Public Schools, Terra provides on-site support and group programs to teen moms attending Braemar School



### Housing Support

in partnership with Brentwood Community Development Group, Terra supports teen parents to find and maintain secure and affordable housing



### Transition Support

supports teen parents to be successful in their post-high school journeys and provides support to help more participants consider post-secondary and skilled employment options



### Clothing and Baby Essentials

helps teen parents manage their limited budgets by providing items like diapers, wipes, formula, baby clothing, and accessories for free



### Services for Young Dads

supports young dads with parenting capacity, employment searches, applying for funding, meeting basic needs, legal assistance, and more



# Powerful *Relationships*

We believe relationships are at the heart of every young parent's journey with Terra. From the moment a young parent reaches out, we strive to build a foundation of support, trust, and encouragement.

Abby connected with Terra when she learned she was pregnant. Determined to continue her education, she enrolled at Braemar School. Here she could study while her son, Maverick, received high-quality childcare just down the hall. He was only three weeks old when he started attending, and in those early days, Abby built strong connections with the childcare educators as she breastfed and checked on him throughout the school day.

At Terra, Abby found people who believed in her—staff who checked in, held her accountable, and celebrated her successes. Terra became a place where she could access essential supports, stay connected to her culture, and explore new opportunities, including summer employment fighting wildfires in B.C. through a training program Terra helped her access.

Now in her second year of a Criminology degree at the University of Alberta, Abby plans to enter law school to increase Indigenous representation in the legal field and make a difference for her community.

Although she is driven and independent, balancing university, parenting, and living on her own with Maverick is challenging. That's why she recently reconnected with Terra—because having a strong support network is just as important now as it was when she first started.

Every young parent's experience is unique, and the Starting Point program helps them take their first steps with confidence. A dedicated staff member supports them in defining their journey, whether it's securing housing, registering for school, attending prenatal classes, or accessing essential infant and child care supplies.

For many, Starting Point is the first step in building a lasting support network. Some, like Abby, stay connected throughout their journey, while others return when they need guidance or encouragement. No matter where they are, Terra remains a place young parents can turn to for trusted relationships and resources.

Abby's story shows how relationships at Terra help teen parents build brighter futures. From childcare educators in Maverick's early days to staff who helped her navigate education and employment, Terra's team played a key role in her success. And even now, as she raises her son and pursues her degree, she knows Terra is still here for her.







Collaborative meeting of board members from all of the C5 agencies



## C5 Collaboration

### Board Member Community of Practice

The C5 Board Member Community of Practice brings together board members from the five organizations within the C5 collaboration: Bent Arrow Traditional Healing Society, Boyle Street Community Services, Newcomer Centre, Norwood Child and Family Resource Centre, and Terra Centre for Teen Parents. This partnership reflects a shared commitment to building stronger community leadership and advancing collective impact through collaboration.

The purpose of this Community of Practice is to create a space where board members can share experiences, build skills, and address areas of mutual interest. Through this collaboration, participants aim to strengthen governance practices, explore opportunities for shared action, and develop a unified C5 Board Action Plan focused on common priorities. Topics such as funding strategies, political advocacy, board recruitment, and leadership transitions are central to their discussions.

At its core, the Community of Practice exists to elevate the role of C5 boards in fostering innovation, supporting their respective organizations, and making a meaningful difference in the lives of community members.

The foundation of the Community of Practice lies in shared values and a commitment to a collaborative culture:

**Collective Decision-Making:** Members contribute their agency's strengths and perspectives to decisions that prioritize the needs of the community over individual interests.

**Transparency and Trust:** Honesty and mutual trust underpin the group's work, recognizing that each organization's contributions will vary but remain equally valuable.

**True Collaboration:** The focus extends beyond coordinating services to achieving deeper, sustained collaboration among organizations.

By fostering a culture of transparency, trust, and shared purpose, the C5 Board Member Community of Practice strengthens leadership across organizations and amplifies the impact of the C5 partnership. Through this work, C5 board members are collectively ensuring that their agencies can better serve Edmonton's communities, creating lasting and meaningful change.



# Community of Support *Highlight*

## The Impact of Service Clubs

Service clubs play a significant role in community engagement and support for Terra Centre, collaborating on initiatives that provide resources, funding, and volunteering efforts to strengthen our programs.

Service clubs organize fundraising events, provide financial donations and gather volunteers to assist with specific projects or events with Terra. In return, service clubs often benefit from increased community involvement and partnership opportunities, which can enhance their visibility and impact within the community.

Terra's history with service clubs began well over 30 years ago, most notably with the Lions Club International Foundation in 1998 with a sizable donation of \$160,000 in funding the renovation cost of what is now the Child and Family Support Centre at Braemar School. The Host Edmonton Lions Club has continued their support for over 27 years through hygiene kits, volunteer resources at participant events, capital campaign contributions and most recently funds for Terra's newborn baby bag project.

After hearing about Terra through a presentation made by our Volunteer Coordinator, The Kiwanis Club of South Edmonton recently made a first-time gift to help us provide essential products to teen parent families and a donation of \$15,000 in 2024 to fund the play structure in Terra's Family Playroom at Terra West. Kiwanis later committed to an annual scholarship of \$1000 towards post secondary pursuits in honor of proud longtime member of the Kiwanis Club of South Edmonton, Colin. Kiwanis is very closely aligned with Terra, as they believe when you give a child the chance to learn, experience, dream, grow, succeed and thrive, great things can happen.

Kiwanis Club member presenting to a scholarship recipient



## 2024 Service Club Impact

**200+**  
Volunteer Hours

**\$27,299**  
Financial Gifts

**\$4,500**  
Value of Gifts-in-kind





Rotary Club Glenora and Rotary South



Rotary Edmonton Diaper Drive



Rotary Club of Edmonton Donation

The Rotarians of Edmonton have also been strong supporters of Terra over the years. Notably in 2024, The Rotary Club of Edmonton Glenora, Terra supporter since 2008 and Rotary Club of Edmonton South, Terra supporter since 2009, have continued as a joint effort, to provide hot lunches to students and Braemar School on a consistent basis. The dedication to this program ensures students have a nutritious meal to enjoy during the long days as a mom attending high school. These two Rotary clubs also generously funded the purchase of a new cooler for the Braemar lunch room when the old one fizzled out after the 2023-24 school year. This new cooler ensures that the lunch program can continue to function and provide food security for teen parent families attending Braemar School. The Rotary Club of Edmonton Downtown selected Terra as the recipient of their fundraising event in November of 2024, Step Up to the Plate and provided an opportunity for a Terra participant to share their journey as a teen parent. Through this event, Terra received a generous donation of \$7,000 and multiple community connections were created.

These new and ongoing relationships leverage strengths of both the organization and service clubs, characterized by mutual support, collaboration, and a shared commitment to improve the lives of individuals and families in need for greater community benefit.

Volunteer connecting with a child during a group program



In 2024, **155** incredible volunteers gave a remarkable **4,477** hours of their time to Terra. Their contributions touched every corner of our work. From caring for children so parents could focus on their goals during group programs, preparing and serving warm lunches at Braemar School, helping at fundraising BINGOs and events, and so much more.

Every hour they give strengthens our ability to provide the services and supports that make a difference for teen parents and their children. Their generosity, kindness, and dedication are at the heart of our community.

To each and every volunteer—thank you. You make Terra stronger.

# The Impact of a Transformation

In October of 2024, Terra’s office at Braemar School underwent a major transformation with the generous support of IKEA Edmonton. Terra has been onsite at Braemar School since 1997, supporting pregnant and parenting students as they pursue their educational, parenting, and life goals. In 27 years of partnership, the Terra office had never undergone significant improvements—until now.

The refreshed space now offers an inviting environment where teen parent families can grow and thrive.

## THE CHALLENGE:

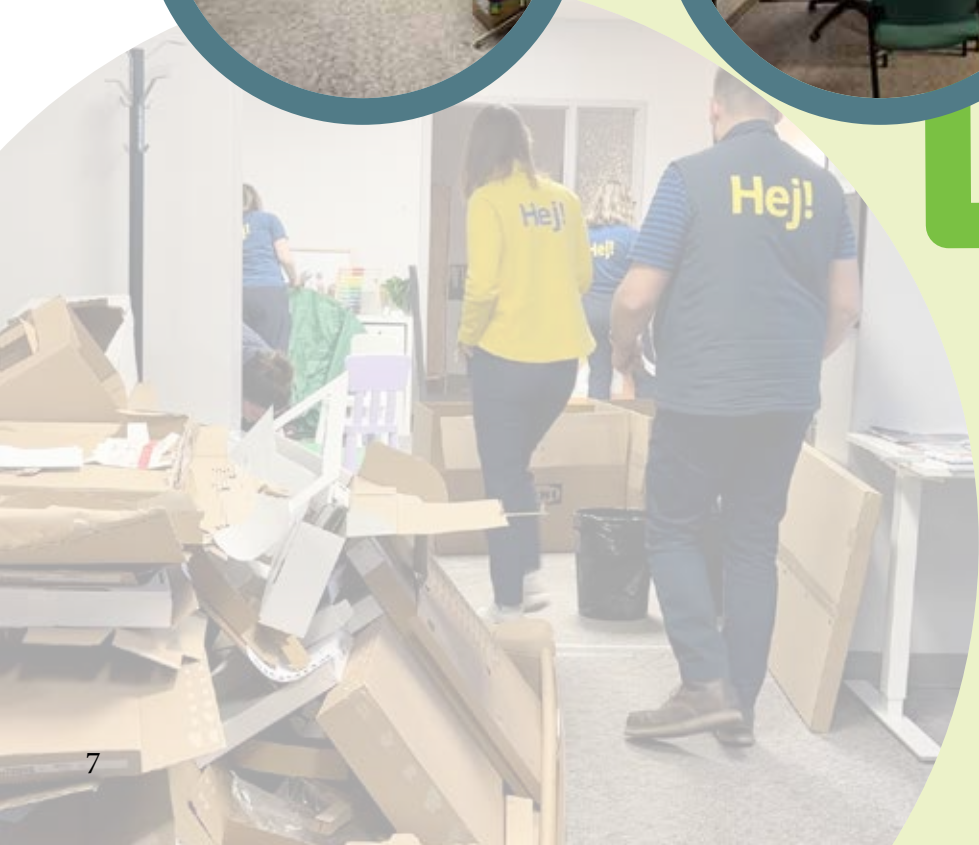
Previously, the office was closed off, outdated, and lacked functional spaces for families to gather or for children to play while their parents accessed support. It was clear something needed to change.



## THE PROCESS:

Thanks to input from Terra participants, staff, and IKEA’s project team, four distinct areas were redesigned to improve functionality and comfort. IKEA Edmonton, committed to supporting those at risk of social exclusion and poverty, saw this as an opportunity to create a space where future leaders could thrive.

Over three days, 25 IKEA volunteers delivered, assembled, and styled the new spaces with care.





### THE RESULT:

The Terra office is now a vibrant hub with a communal workspace, lounge, and children's area—a space where everyone feels safe, welcome, and comfortable. It's a home away from home for participants, fostering a sense of belonging.

This redesigned space has become a community where families can build trust, connect with staff, and support one another. The lounge offers a calming environment to reduce stress, while the children's area encourages play and strengthens parent-child bonds.



### THE IMPACT:

The transformation has increased accessibility and engagement. Participants now have a welcoming space to relax, share experiences, and connect with their community. Children love the new area so much, they often don't want to leave!

With IKEA's generous support, Terra's office at Braemar School is now provides the comfort of "home" for participant families, Terra staff and the community.





# Capital Campaign *Wrap-up*

As 2024 came to a close, so too did our Capital Campaign—a transformative initiative to purchase and renovate a building that enhances services for teen parents while creating a welcoming, inclusive community hub. Our initial goal was to raise \$6.8 million, but thanks to the generosity of initial major donors and a significant contribution from Alberta Culture, we were able to launch with a \$4 million goal.

The new facility includes a community kitchen, a vital resource supporting food security and fostering relationship-building through shared meals and cooking programs. We were also able to build a children’s clothing donation centre, a parent lounge, and a multipurpose space for community. A family playroom was also created, providing a dedicated space for early learning, child development, and positive parenting support through group programming. These additions ensure that Terra remains a place where young families feel supported, empowered, and connected.

This achievement represents the culmination of over ten years of planning. Throughout this journey, we explored numerous potential locations before finding the perfect fit in the Grovenor community—a welcoming, family-oriented, and centrally located neighborhood.

This project would not have been possible without the support of our generous donors, partners, and community members. Their commitment has helped create a space where young families can access free services, build connections, and find a true sense of belonging. Together, we have built more than just a facility—we have built a community.

## **Immense Gratitude to Sylvia Nasser**

The Terra community expresses immense gratitude to former board chair, Sylvia Nasser, for her long-standing and impactful commitment to our mission. For over 20 years, Sylvia has kept Terra at the forefront of her mind and heart. Her extraordinary generosity—a \$1M gift—helped make possible the purchase and renovation of our new community hub, a space designed to support teen parents and their children.

Sylvia’s gift not only provided a physical space but created a foundation of hope and opportunity. For generations to come, families will find support, resources, and connection within these walls. This building stands as a testament to what is possible when compassion meets action.

Thank you to everyone who contributed to making this vision a reality. Your support has left a lasting impact, and we look forward to seeing this space thrive in the years to come.

We are deeply grateful to those donors\* who believed in our vision and invested in our capital campaign.

- Sylvia Nasser
- Anonymous Donor
- Eldon & Anne Foote Capital Fund
- Stollery Charitable Foundation
- The Kristie Charitable Foundation
- Medavie Foundation
- Edmonton Community Foundation
- Edmonton Civic Employees Charitable Assistance Fund
- Edmonton (Host) Lions Club
- The King Family
- Legion of Frontiersmen
- Lions Club of Edmonton Foundation
- Watson Badger Family
- The Charity Tree
- Edwin Radke
- Megan, Kaylee, Keith & Laura Haynes
- Shad & Natasha Chapman
- Brent & Sheila Buchanan
- Karen & Wayne Mottershead
- Chris LaBossiere & Lisa Mullen
- Karmen & Don Masson
- Kristen & Scott Fitzgerald - Leading Edge Physiotherapy
- Mark & Joyce Huchulak
- Mary Stewart
- Rhonda & Cory Newman
- Jeremy Rose
- Jennifer Jennax & Trevor Hughson
- Laura Fulmer
- Karen Stone & Mia Lang

\*Donors listed above have made major gifts to Terra’s capital campaign.

## Future Builders

We celebrate and thank our *Future Builders* for their unwavering commitment to our vision of teen parent families thriving and enriching our community. These special donors have contributed to Terra's endowment fund or included us in their estate plans.

- Private Member
- Bert & 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 & Judy Dube
- Barbara Dussault
- Edmonton Oilers Community Foundation
- Eldon & Anne Foote Fund at Edmonton Community Foundation
- Stella Gammie
- Ricki Golick
- Krista Goretzky
- Kathy Hawkesworth & Gary Kriviak
- Jac'ý Hayter Achieving Dreams Together Fund at Edmonton Community Foundation
- Carmen Haywood
- Barbara Hoff-Morin
- Janet Howell
- DeAnn Hunter
- Jennifer Jennax & Trevor Hughson
- Jim Klinge & Wendy Doughty
- Mellissa D. Kraft
- Karen Kvill
- Wendy Leitch
- Peder Lodoen
- Katherine Audrey Lowe
- Maureen Barnes & Joe Dolan Award Fund at Edmonton Community Foundation
- Meghan DeRoo McConnan
- John A. Meston
- Camela Miles
- Wayne & Karen Mottershead
- Sylvia Nasserì
- Abilio & Jennifer Nunes
- Charlie and Suzanne Nunn
- Optimax Benefits (Earl Shindruk)
- June Panteluk
- Della Paradis
- Pro Active IT Management
- Rosemary Robins
- Ken & Margaret Singleton
- Marilyn Ann Slemko
- Sylvia Nasserì 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

Planned gifts provide future income for Terra to ensure we can continue empowering teen parents to succeed well into the future. Membership in *Future Builders* is available for anyone making a planned gift, no matter the size.

If you have made – or are thinking of making – a planned gift for Terra, please let us know. When you do, we want to honour you as a member of *Future Builders*.

Connect with us at [terracentre.ca](http://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
- Bonnie Doon Health Clinic
- Boyle Street Community Services
- Braemar School
- Brentwood Community Development Group
- C5 Northeast Community Hub
- Civida
- Centre for Family Literacy
- Community Initiatives Against Family Violence (CIAFV)
- Community Options
- East Edmonton Health Centre
- Edmonton and Area Fetal Alcohol Network
- Edmonton Chamber of Volunteer Organizations
- Edmonton Inter-Agency Youth Services Org (EIYSA)
- Edmonton Public Library
- Edmonton Public School Board
- Edmonton Young Offender Centre
- Edmonton's Food Bank
- Father Involvement Network Edmonton Region
- The GRIT Program
- Health for Two
- Jasper Place Family Resource Centre
- Kara Family Resource Centre
- Kindred (Calgary)
- La Leche League of Canada
- Leduc & District Food Bank
- Legal Aid Alberta
- MacEwan University Early Learning & Child Care Program
- Newcomer Centre
- Norwood Child and Family Resource Centre
- Ottewell Place (GEF Seniors Housing)
- Post Partum Depression Association
- Primrose Place Family Centre
- Royal Alex – Adolescent Pregnancy Care Clinic
- TODAY Family Violence Help Centre
- West Jasper Place Public Health Centre
- Women Building Futures
- Woodcroft Community League
- Youth Empowerment and Support Services (YESS)



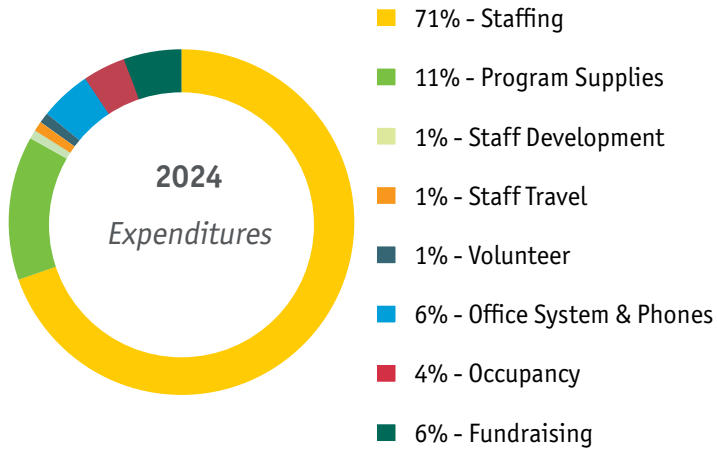
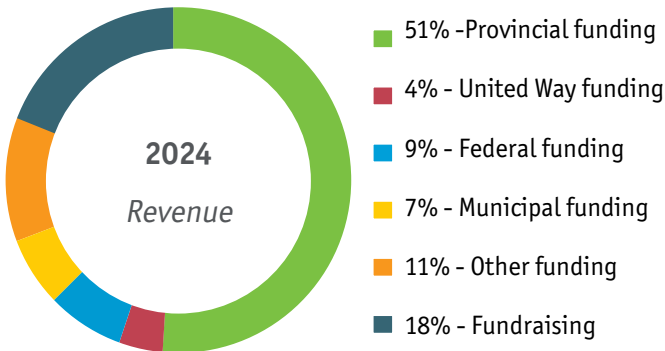
# Funders and Grants

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

- Alberta Advanced Education
- Alberta Children’s Services
- Alberta Community and Social Services
- City of Edmonton – Donate A Ride
- City of Edmonton Family and Community Support Services (FCSS)
- Covenant Health Staff Charitable Donations Fund
- Dollar a Day Foundation
- Edmonton Community Foundation
- Edmonton Region Child & Family Services
- Government of Alberta
- Government of Canada – Ministry of Families, Children and Social Development
- Legion of Frontiersmen
- Public Health Agency of Canada (including the Alberta CAPC-CPNP Coalition)
- RBC Foundation
- Realtors Community 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





Terra Centre for Teen Parents  
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[terracentre.ca](http://terracentre.ca)