



**terra centre**  
Empowering Teen Parents to Succeed



**COMMUNITY**  
REPORT 2025

## 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.

# Board of Directors

**Katherine Salucop**

Chair

**Tammy Haydey**

Vice-Chair

**Daniel Holtzman**

Treasurer

**John Beards**

Secretary

**Trina Adams**

**Ozlem Cankaya**

**Scarlett Cardinal**

**Amjad Khadhair**

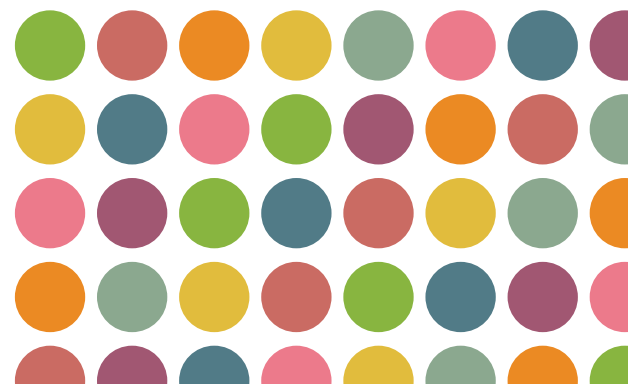
**Jennifer Pascoe**

**Marni Pearce**

**Amy Weldone**

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# Terra Services 2025

close to **800**  
teen parents and children were  
served through Terra in 2025

**51%**  
identify as Indigenous



**92%**  
improved child  
development  
knowledge

Participants reported increased understanding of nutrition, sleep, and physical milestones



**88%**  
achieved personal  
parenting goals

Surveyed parents felt Terra directly supported them in meeting specific family objectives

## Programs and Services Include:



Early Learning and Childcare



Educational Supports



Youth Leadership



Housing Support



Mental Health Services



Transition Support



Group Services



Clothing and Baby Essentials



Family Learning



Services for Young Dads

# Letter from *Leadership*



Karen Mottershead



Katherine Salucop

2025 Community Report

This past year brought increased complexity and challenge for the families we serve.

They felt the strain of rising costs. Food prices continued to climb, placing pressure on monthly budgets that were already stretched thin. For the young parents served by Terra, who are living at or below the poverty line while they attend school, even small increases can create difficult choices. Securing safe and affordable housing remains one of the most significant barriers. Stable housing is foundational to success in school, parenting, and employment, yet it is increasingly out of reach.

Changes to childcare funding created additional financial challenges. With subsidy being eliminated, and due to the cost of infant care (under 12 months) financial supports provided to students do not offset the full cost of childcare. For young parents working toward graduation, access to reliable and affordable childcare is not optional. It is essential.

### **What does this mean for Terra?**

It means your support is more important than ever.

While this year tested many families, we also witnessed extraordinary resilience. Young parents showed up for themselves and for their children. They graduated from high school. They secured employment. They learned new skills, strengthened their confidence, and continued to build brighter futures. They contributed to our community with courage and determination, even when circumstances felt overwhelming.

It was a tough year. And yet, hope remained visible in every milestone achieved and every goal reached.

Terra remains resolute in our commitment to walk alongside young parents. Together with our community of support, we will continue to respond to emerging challenges, advocate for systems that work for families, and ensure that teen parents and their children have the opportunity to thrive.

Thank you for standing with us.

Karen Mottershead  
**Executive Director**

Katherine Salucop  
**Board Chair**



In 2025, Terra was honoured to present the Bette Walkey Award to Sylvia Nasser in recognition of her remarkable leadership and generosity. A dedicated former board member and former Board Chair, and donor for more than 20 years, Sylvia has steadfastly championed Terra's mission. Her transformational \$1 million gift made possible our vibrant community building, helping create a lasting symbol of hope, belonging, and opportunity for young families. Sylvia's belief in the strength and potential of teen parents continues to shape Terra's future.

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

# Lasting change *is Built Together*

We know that the most meaningful impact happens when organizations, communities, and lived experience come together with shared purpose. The stories that follow reflect how partnership allows us to think bigger, reach farther, and respond more thoughtfully to the evolving social landscape around us. By investing in collaboration, learning, and collective action, we are strengthening systems of support that extend well beyond our programs alone. These initiatives show what's possible when knowledge is shared, stigma is challenged, and communities commit to growing together, thus creating pathways toward a future where individuals, families, and communities are supported earlier, more equitably, and more sustainably.

## Expanding Hope Across Alberta Family Resource Network Partnership

The Terra Expanding Hope program continues to strengthen communities across Alberta by building professional capacity, supporting young parents, and reducing stigma. In partnership with the Alberta Family Resource Network, the program helps professionals across the province better understand and support pregnant and parenting youth. Over the past year, Expanding Hope has expanded its reach through education, direct service, and province-wide awareness efforts.

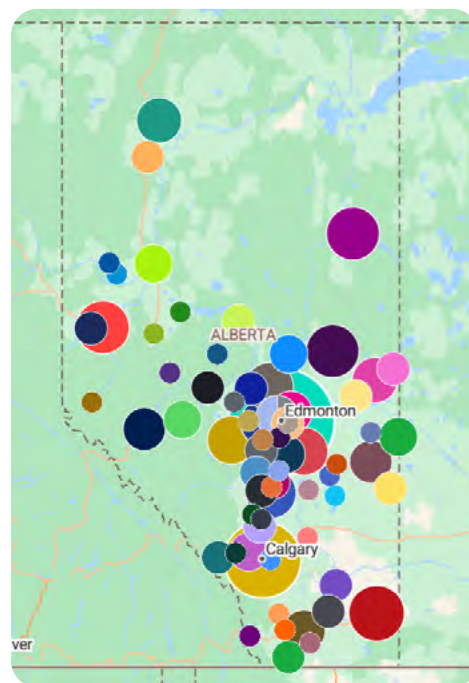
This year, the program delivered 21 education sessions, reaching 262 professionals. These sessions provided practical tools and research-informed strategies to better support young parents. Attendees were encouraged to reflect on how bias and assumptions can shape their work and to take clear steps toward more respectful, inclusive practice. By building knowledge and confidence, Expanding Hope helps create stronger systems of care for young families.

Expanding Hope also provided direct virtual support to 25 young parents across Alberta. Many of these

young parents live in communities with few youth-specific services. Others have moved away from Edmonton and need continued support in a new location. Virtual services help reduce isolation and ensure young parents can access strengths-based support no matter where they live. This continuity helps families stay connected, stable, and supported during times of change.

Awareness of the program also grew through targeted outreach. The free virtual guidebook on working with young parents, that was created by Terra's Expanding Hope team, was downloaded 243 times, showing strong interest from professionals across the province.

Expanding Hope is helping build communities where young parents are understood, supported, and valued. By working alongside the Alberta Family Resource Networks across the province, Terra is helping shift how systems respond to pregnant and parenting youth. When professionals have the right tools and young parents have steady support, families are better able to grow, succeed, and thrive in the communities they call home.



Heat map depicting Terra guidebook downloads by region

## C5 Youth Connect

*“It would be nice to be able to help my friends feel better.”*

From that simple sentence shared at a youth focus group in 2024, C5 Youth Connect was created. The program prepares youth to serve as Wellness Ambassadors who support their peers with care and compassion. In this role, they learn how to recognize signs of mental distress, start supportive conversations and connect friends to community resources.

Partnering with Bent Arrow, Boyle Street, Newcomer Centre, Norwood Child and Family Resource Centre, and Terra, the program gained strong momentum in 2025 and grew into two groups designed for different age ranges.

In March 2025, a group for young adults aged 18 to 25 began meeting monthly. Participants share a meal, take part in fun activities like beading or group games, and build practical skills for supporting others. Meetings include open and respectful discussions about mental health, friendship, community, and culture. Youth also provide feedback each month to shape future sessions. In fact, they recently planned their own meeting focused on how creativity supports mental health.

One participant shared, *“I enjoy being part of the group. Suicide and mental health have had a big impact on my life. I learned how to start a difficult conversation, communicate effectively, and help my friends feel supported.”*

In May 2025, a second group for youth aged 14 to 17 launched at the Clareview Recreation Centre C5 Hub during an after-school drop-in

program. By using games and short reflective discussions, the team created an engaging and age-appropriate way to introduce mental health leadership skills.

As a pilot project, Youth Connect has been shaped by adaptation. Early feedback showed the need for two age-specific groups. Meetings became more structured for older participants and interactive games for younger youth. Additional afternoon sessions for younger youth were added to match



C5 Youth Connect Participants

different school dismissal times. Looking ahead to 2026, Youth Connect is exploring ways to continue the positive impacts of this pilot project and strengthen youth leadership within our community.

*“I learned that although people seem fine on the outside, they could have a lot going on inside.”*

*In Canada, suicide is the second leading cause of death among youth and young adults, including those aged 15-24.*

*-Canadian Mental Health Association*

The Ed(men)ton Project began in April 2025 as a partnership between Terra and enCompass Community Safety Agency, with an important goal: to better understand how men in Edmonton experience mental health, where they fall through the cracks, and how the community can respond in more coordinated and preventive ways. From the outset, the project recognized that supporting men’s mental health is closely tied to preventing gender-based violence, strengthening family relationships, and building healthier communities.

Early work focused on listening and learning. More than 75 programs and services that support men were mapped across Edmonton, and conversations were held with service providers, community leaders, and men themselves. What became clear was not a lack of care or innovation, but that many services operate in isolation, are difficult to find, or lack opportunities to connect and learn from one another. Men also face barriers such as stigma, limited emotional language, and social norms that discourage help-seeking until crisis. These insights ensured the project’s next steps were grounded in evidence and lived experience rather than assumptions.

A key outcome of this work is the creation of a Community of Practice (CoP), bringing together organizations, clinicians, and community-led initiatives to strengthen coordination and shared learning. Early CoP sessions identified common goals, including accessible referrals, culturally grounded approaches, sustainable collaboration, and a stronger collective voice. The CoP will meet monthly using a rotating host model, supported by structured discussions and a clear evaluation plan.

Several complementary initiatives are advancing this work, including a men’s mental health directory featuring 83 local supports, a podcast series to reduce stigma and elevate local voices, and the Ed(men)ton Oilers pilot program engaging young fathers through hockey-themed peer sessions.

Looking ahead to 2026–2027, the Ed(men)ton Project will continue to build momentum through ongoing collaboration, evaluation, and peer-based programming, laying the foundation for a more connected, prevention-focused system where men feel supported earlier and long-term wellbeing is within reach.

*Men die by suicide at roughly three times the rate of women, even though women are diagnosed with depression more often. This suggests that while mental health challenges may affect men and women at similar rates, men are less likely to seek support and more likely to struggle alone until a crisis occurs.*  
-Statistics Canada

Lasting impact is never achieved in isolation. The relationships highlighted here reflect the depth, trust, and shared commitment that allow our work to grow and evolve. By learning alongside one another, pooling expertise, and responding collectively to complex social challenges, we are strengthening not only individual programs, but the community as a whole. These collaborations help us move from isolated efforts to connected solutions, that drive our work forward and shape a more responsive, inclusive, and resilient future for everyone we serve.





Terra Early Childhood Educator singing and playing with children.

## Strong Starts

In 2025, as always, our work in Early Child Development was guided by both research and strong relationships. We know the early years shape a child’s future. In the first five years, a child’s brain grows quickly. Loving, steady care helps children learn to manage emotions, build language skills, and feel ready to learn.

The research we shared in our Building Stronger Futures, end-of-year campaign confirmed what we see every day at Terra: when young parents are supported, children thrive. Safe homes, caring adults, and time for language and play all help children grow. A parent’s mental health also matters. When parents feel supported and confident, they can better meet their child’s needs.

Our Early Child Development team built these approaches into every program. In our licensed child care centre at Braemar School, educators focused on strong, caring relationships. Predictable routines helped children feel safe, valued, and ready to explore. Ninety-six children were registered at Terra’s childcare centre in 2025.

In group programs, young parents learned about child development through hands-on activities. They created memory books, practiced play-based learning, and talked about brain development and attachment. Parents saw how simple daily moments, like reading a story or singing a song, support long-term growth.

Home visits added another layer of support. Staff met families where they are, modeled positive interactions, and answered questions in real time. This made learning practical and personal.

Early development happens through relationships. By supporting young parents and strengthening their confidence, we help create the caring environments children need. With the right support at the right time, the impact lasts for years to come.

# 90%

Of brain development happens before age five.

Early experiences shape how children learn, manage emotions, and build relationships.

# 100%

Of Terra’s Participant Services team is \*Brain Story Certified.

Every team member shares a strong understanding of brain development, stress, and attachment.

## What this Means for Families



Healthy Attachment



Stronger Language Skills



Emotional Regulation



School Readiness

\*Brain Story Certification is developed by Alberta Family Wellness Initiative (AFWI), The course faculty for Brain Story Certification comprises 39 of North America’s leading experts in neurobiological development and its connection to physical and mental health, including addiction.

# Focus on Food Security

## *Recognizing our Community of Support*

In 2025, rising costs placed significant pressure on teen parent families. Food security became one of the biggest concerns for many Terra parents.

Throughout the year, we shared stories and messages with our community of support to help ensure teen parents and their children had access to healthy meals and snacks at school, at group programs, and through well-stocked pantries at each of our sites. Reliable access to nutritious food helps stabilize families and creates space for learning and growth.

Food also became the heart of our end-of-year campaign launch in October. With the generous support of Chef Shane Chartrand, teen parents gathered to prepare a Cree-inspired feast grounded in culture, confidence, and connection. As they learned traditional ingredients and techniques, they also heard stories of identity and resilience.

When supporters later shared the meal prepared by participants, they gained a deeper understanding of the challenges many young families face. Limited income and rising grocery prices can make consistent access to nutritious

food difficult, especially while balancing school, work, and parenting. The event strengthened connections between participants and our community of support, and the campaign went on to raise more than \$83,000 for Terra's programs and services.

That same spirit of care continued through our Batch Cooking volunteer program. Dozens of volunteer groups, including long-standing partners and new teams connected to United Way, gathered in our kitchens to prepare and package hundreds of meals for Braemar School lunches and group programs.

We are especially grateful to the Edmonton Civic Employees Charitable Assistance Fund (ECECAF) for funding that directly supported school meals. Their investment, alongside the generosity of our broader community of support, helped ensure teen parents and their children had consistent access to healthy food.

When families can count on nutritious meals, stress is reduced and opportunities for connection and success expand. In 2025, our community helped nourish brighter futures.





**760**  
meals served at groups



nourishing families across all group programs throughout the year

**2025 Community of Support Highlights**

**4,500+**  
Volunteer Hours

**\$842,676**  
Financial Gifts

**\$194,768**  
Value of Gifts-in-kind



# Strategic Goals 2025 - 2028

Throughout 2025, we undertook an organization-wide process to define the direction that will guide our work through 2028. This was not a plan created behind closed doors. It was shaped through consultation with participants, staff, Board members, and donors. The result is a strategic direction grounded in shared vision and lived experience.

# 1

## **PARTICIPANT WELL-BEING & EMPOWERMENT**

At its core is **participant well-being and empowerment**. We will create more opportunities for teen parents and alumni to influence how Terra operates and grows. Participant voices will shape program design, advisory conversations, and leadership roles.

# 2

## **MOVING KNOWLEDGE TO ACTION**

Our commitment to **moving knowledge to action** will deepen. We will invest in research and evaluation to better understand our impact and ensure families receive support grounded in best practice.

# 3

## **STRENGTHENING RELATIONSHIPS WITH COMMUNITY**

**Strengthening community relationships** remains central. Terra will welcome more volunteers, partners, and supporters into our spaces, increasing awareness of the aspirations and strengths of teen parents. As understanding grows, so too will financial and in-kind contributions that strengthen families and the broader community.

# 4

## **ORGANIZATIONAL RESILIENCE & EXCELLENCE**

We will also prioritize **organizational resilience and excellence** by investing in the learning and development of staff, volunteers, and Board members, while optimizing governance, systems, and operations. Strong internal foundations will translate into stronger outcomes for families.

This Strategic Direction reflects a shared commitment to harness collective intelligence, strengthen impact, and build a future where young families thrive and the community stands confidently alongside them.

# 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.**

- ABC Head Start
- 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
- Catholic School Board
- 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 Social Planning Council
- Edmonton's Food Bank
- enCompass Community Safety Agency
- 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)
- Our Lady of Grace
- Post Partum Depression Association
- Primrose Place Family Centre
- Royal Alex – Adolescent Pregnancy Care Clinic
- Telus World of Science
- TODAY Family Violence Help Centre
- West Jasper Place Public Health Centre
- Women Building Futures
- Youth Empowerment and Support Services (YESS)

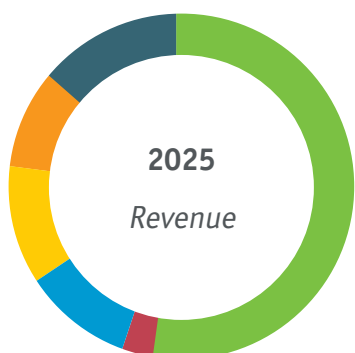
# Funders and Grants

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.

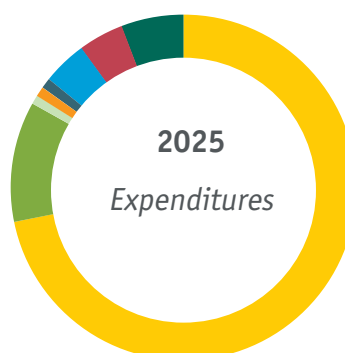
- Alberta Advanced Education
- Alberta Children and Family Services
- Alberta Seniors, Community and Social Services
- Canadian Western Bank
- City of Edmonton – Donate A Ride
- City of Edmonton Family and Community Support Services (FCSS)
- Covenant Health Staff Charitable Donations Fund
- CN
- Dollar a Day Foundation
- Edmonton Civic Employees Charitable Assistance Fund (ECECAF)
- Edmonton Community Foundation
- Edmonton Public Teacher’s Charity Trust Fund
- Edmonton Region Child & Family Services
- Flaman Foundation
- Government of Alberta
- Government of Canada – Ministry of Families, Children and Social Development
- Grey Birch Foundation
- HRJ Consulting
- Imperial Oil
- Mental Health Foundation
- Primary Care Alberta (formerly AHS)
- Public Health Agency of Canada (including the Alberta CAPC-CPNP Coalition)
- Raymond James Canada Foundation
- RBC Foundation
- Realtors Community Foundation
- Telus Friendly Future 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



- 56% - Provincial funding
- 2% - United Way funding
- 10% - Federal funding
- 10% - Municipal funding
- 9% - Other funding
- 12% - Fundraising



- 75% - Staffing
- 9% - Program Supplies
- 1% - Staff Development
- 1% - Staff Travel
- 1% - Volunteer
- 4% - Office System & Phones
- 4% - Occupancy
- 5% - Fundraising



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