

Creating socially
sustainable
communities focused on
community, family
and individual well-being



2013

ANNUAL SOCIAL REPORT

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From the Mayor

On behalf of City Council, we are very proud to share the 2013 Social Report with you. In 2013, we invested \$172,150 as part of the provincial requirement and an additional \$65,850 in FCSS Plus funds from the City of Airdrie and \$688,602 from the Province's Family and Community Support Services (FCSS) funds in 11 preventive social programs designed to strengthen our community's social fabric.

Airdrie is home to wonderful neighbourhoods, full of community spirit and caring neighbours. The City is committed to ensuring that the health, well-being and social needs of the community are met. We believe in providing opportunities for our residents to engage in our community and develop strong social networks. The preventative social programs funded by Airdrie Family and Community Support Services, along with the many community events and festivals that we support, help us achieve this.

Regrettably, the provincial budget announced in the spring of 2014 did not show an increase in funding for FCSS from the Province. With our City's tremendous growth, I am working with our FCSS funded programs, City staff, members of Council and the Community Services Advisory Board to advocate for an increase in FCSS funds. It is important that the Government of Alberta works collaboratively with us to enhance the well-being of our citizens.

I would like to sincerely thank all of the staff and volunteers of the City's FCSS funded programs for their hard work in making these programs a success. These programs make a tremendous impact to the lives of thousands of people who live within Airdrie and the surrounding communities, and it is in due to the dedication of the staff and volunteers of the City's FCSS funded programs.

Peter Brown, Mayor
City of Airdrie



From the Chair

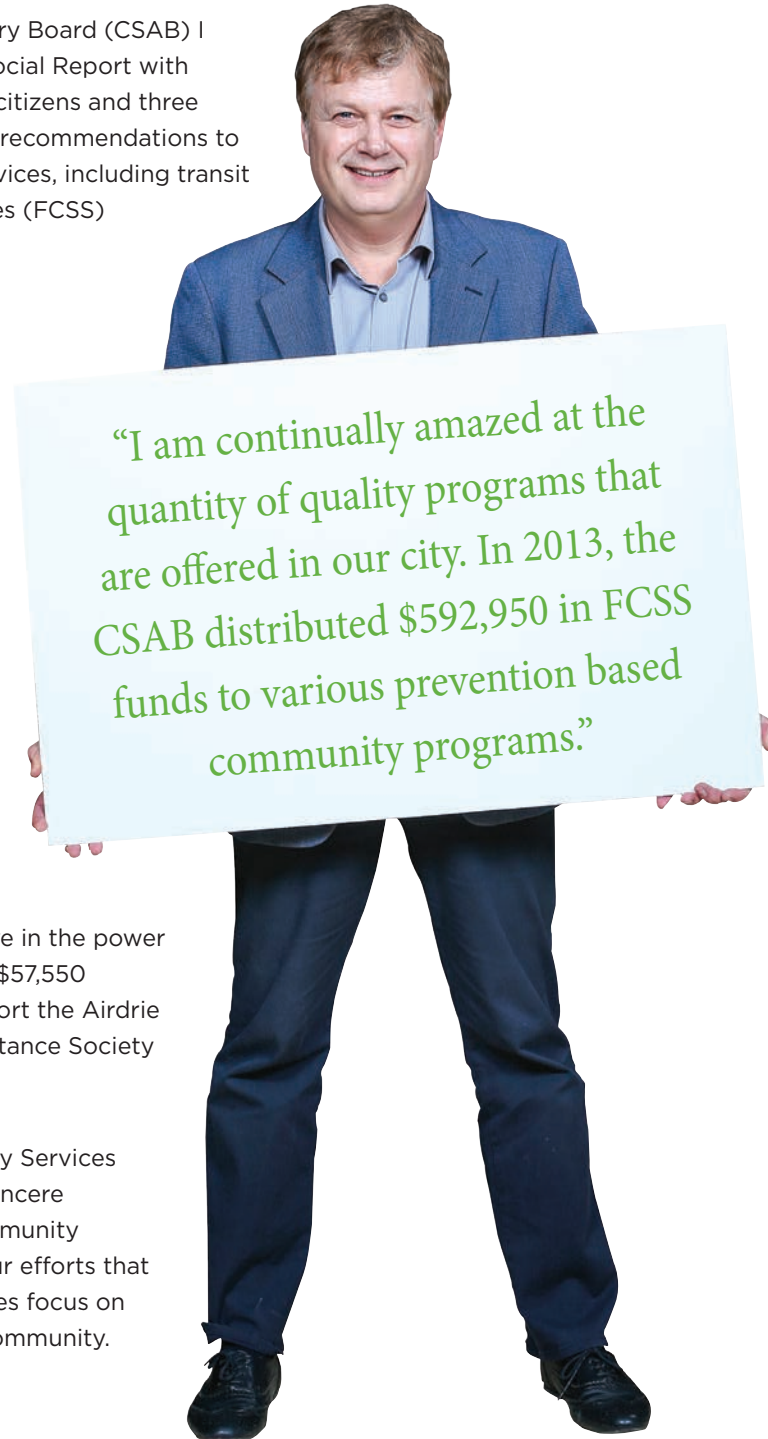
As Chair of the Community Services Advisory Board (CSAB) I am very excited to share the 2013 Annual Social Report with you. CSAB is a committee made up of nine citizens and three Council representatives. Together, we make recommendations to Council on parks, leisure services, social services, including transit and Family and Community Support Services (FCSS) allocations.

Every year we as a committee review all of the FCSS funding applications from our community social agencies. I am continually amazed at the quantity of quality programs that are offered in our city. In 2013, the CSAB distributed \$592,950 in FCSS funds to various prevention based community programs.

As a direct result of this funding, families in our community can participate in a variety of programming options. They can attend educational workshops offered through the Family Resource Program, take part in before and after school activities and utilize group support and counselling sessions that prevent family breakdowns. In addition, because we believe in the power of volunteerism, we allocated an additional \$57,550 through the City's FCSS Plus Funds to support the Airdrie Food Bank, Airdrie and District Victim Assistance Society and Airdrie Meals On Wheels.

On behalf of the members of the Community Services Advisory Board, I would like to extend my sincere appreciation and gratitude to all of our community partners and volunteers. It's because of your efforts that Airdrie continues to be a city whose priorities focus on the well-being of individuals, families and community.

Alderman Kelly Hegg, Chair
Community Services Advisory Board



"I am continually amazed at the quantity of quality programs that are offered in our city. In 2013, the CSAB distributed \$592,950 in FCSS funds to various prevention based community programs."

“My volunteer experience has been a **win-win** for myself and **Community Links**. A very well run organization that **greatly supports** all age groups in Airdrie. I am proud to be a volunteer with Community Links, **it fills me up!**”

Anonymous
Volunteer for Friendly Visiting

3,642

people served in-person by 11
programs in seven agencies.

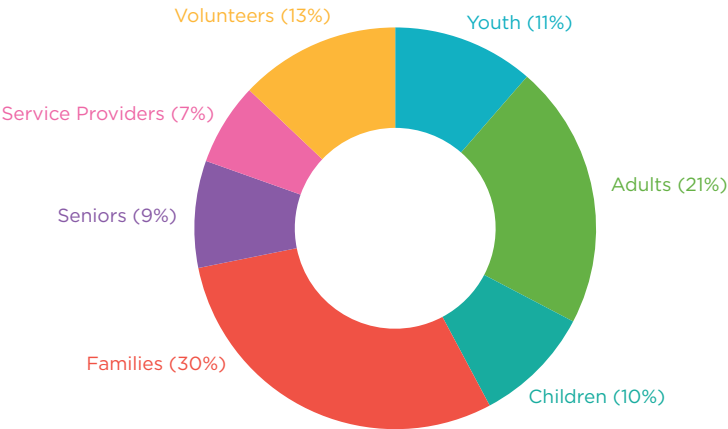
5,153

people served via telephone by six
programs in four agencies.

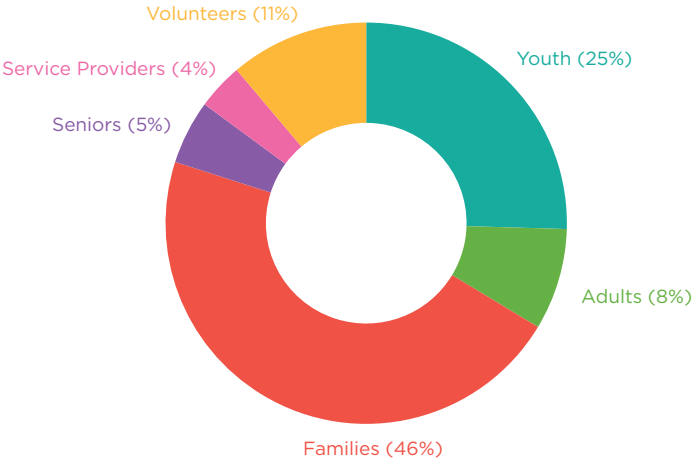
1,257

people served through email and other web-based
services by six programs in four agencies.

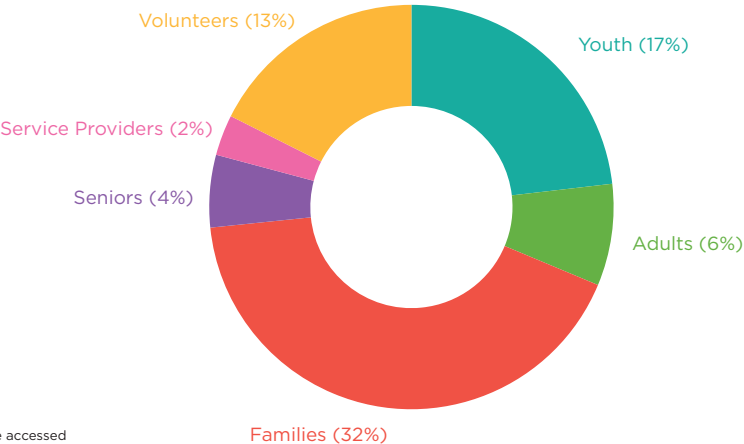
In-person consultations



Telephone consultations



Email/web-based consultations



Airdrie FCSS collects information about the number of unique persons who have accessed services from FCSS funded programs. If a service is provided to a family unit, all members for whom there is a direct measurable impact are counted as unique persons. It is important to note that a unique person may be counted multiple times if he/she has accessed several FCSS funded programs. Undisclosed clients may not be included in the charts above.



Social well-being

For a socially sustainable community, our focus is on how we can best meet the health, well-being and social needs of the community. Airdrie Family and Community Support Services (FCSS) enhances the social well-being of individuals, families and community through prevention. In partnership with the Province of Alberta, the City of Airdrie funds prevention programs to strengthen the social fabric of our community through FCSS.

The premise behind FCSS is that by investing in programs that strengthen individuals, families and community before problems occur, we can equip them with knowledge, skills and pro-active behaviour that contribute to their overall well-being.

“ It is impossible to explain the feeling of independence and gratitude when talking with our seniors. Because of my experience and outlook, Community Links benefits with each client I assist. My life is better for my volunteer experience because it helps me to feel connected to the world while doing something worthwhile for others. ”

Anonymous
Volunteer for Community Links

“Everything I learned from being a **Big Sister** helped me connect with the kids while I was **volunteering in Africa**. Thank you for the **opportunity** of being a Big Sister while I was in high school!”

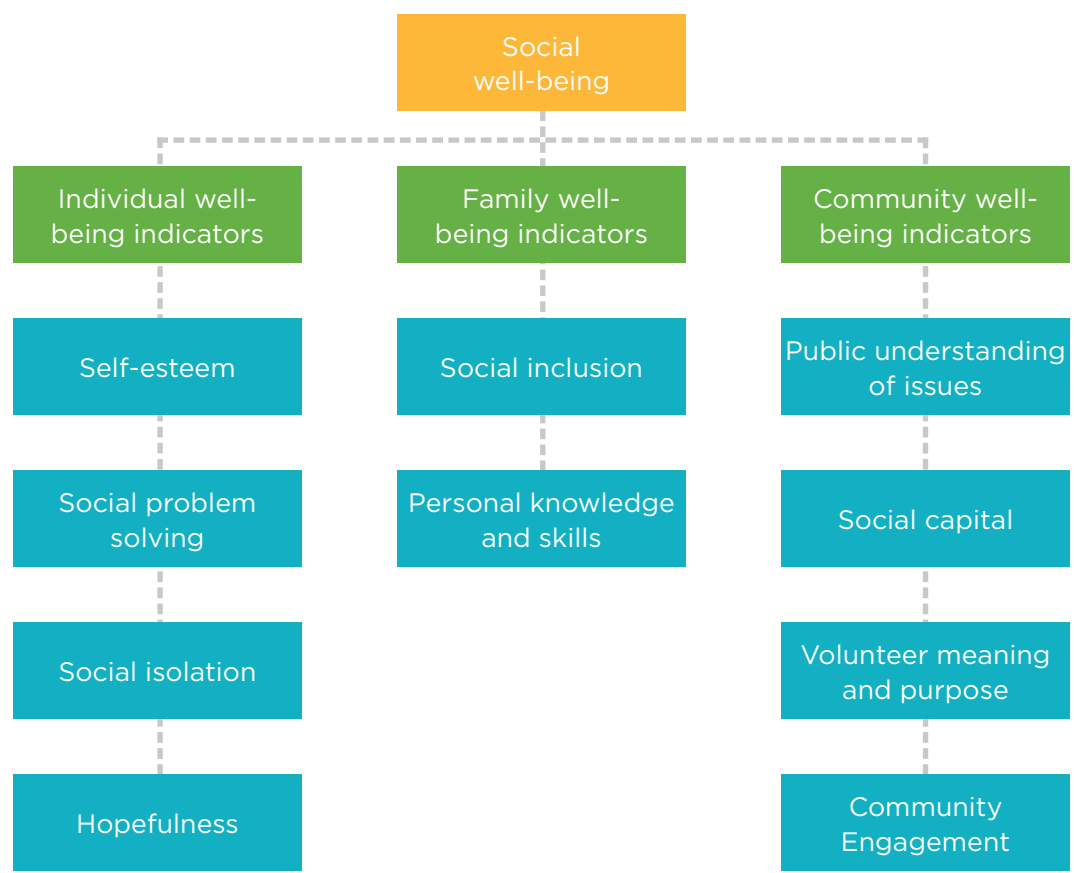
Former teen mentor

Measuring social well-being

Social well-being can be broken down into three levels

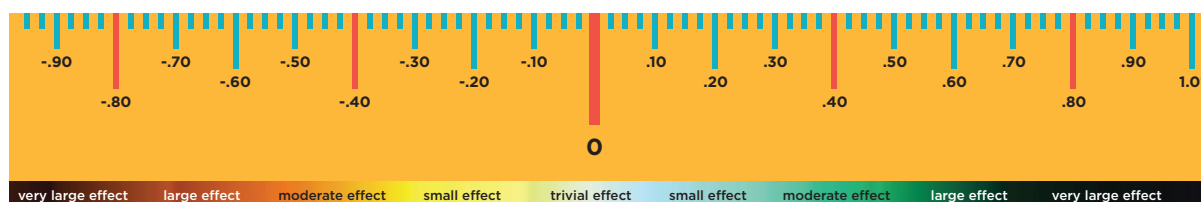
- individual well-being
- family well-being
- community well-being

Each level can be measured using social indicators. Social indicators tell us about the overall effects of FCSS funded social program on individuals, families and community. Each social indicator is made up of a cluster of questions called sub-indicators or dimensions which participants answer at the beginning of the prevention program and then again after to measure changes in gained skills and improved behaviours. Other sub-indicators are only asked at the end of the program. These are called retrospective sub-indicators. Retrospective sub-indicators are generally used to measure changes in acquired knowledge.



Social indicator scores and effect size

Participants of preventive social programs are asked to assess their current level of well-being at the beginning of the program using a 4 or 5-point Likert scale. Their answers are aggregated and converted to per cent points (%) to create their composite Pre-test score. After their program participation, this same step is repeated to create their composite post-test score. The difference between the pre-test score and the post-test score is displayed as an effect size. An effect size tells us the magnitude of change that has occurred in program participants. It answers the question, “how much effect did the program have on participants?” An effect size is represented as a negative or positive value.



“ I volunteer to drive clients to medical appointments and will also assist with minor home repairs and yard work. My participation builds and sustains the confidence clients have in Community links by ensuring someone is there to provide the service they need in a timely fashion. Clients know they won’t be denied or turned away.”

Anonymous
Volunteer for Community Links

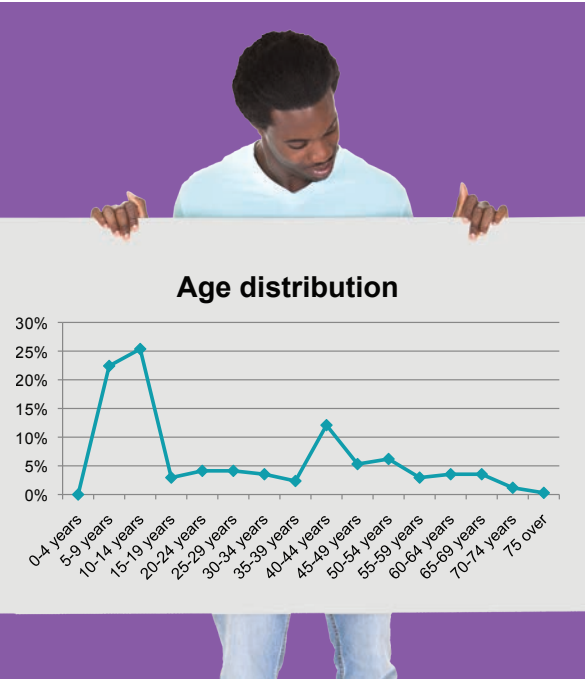
Individual well-being

Outcome

Individuals experience increased quality of life.

Survey participants

190 males and 267 females.



Social indicators

Self-esteem is generally described as a positive or negative orientation toward oneself; an overall evaluation of one's worth or value.¹ 72 participants from intake and referral services, in-school mentoring program, before and after school care program and youth outreach program indicated the following improvements in their self-esteem.

	Pre-Test	Post-Test	Effect Size
Self-worth	77.34%	83.59%	.33
Inner qualities	79.30%	83.59%	.21
Self-confidence	76.56%	81.25%	.21
Positive outlook	73.05%	80.08%	.33
Self-respect	74.61%	81.64%	.34

Social problem-solving is the process of problem solving as it occurs in real life.² It has been suggested that effective problem-solving is dependent on one's ability to view a problem positively and use rational problem-solving skills. Problem-solving is ineffective when one takes a negative attitude toward the problem, uses impulsive decision-making techniques or uses avoidance.³

26 men from the Men's Peer/Anger Management Support Groups indicated the following improvements in their ability to problem-solve.

	Pre-Test	Post-Test	Effect Size
Rational problem-solving	65.38%	72.31%	.49
Positive problem orientation	73.85%	81.54%	.57

1 Rosenberg, M. "Society and the Adolescent Self-Image". 1989.

2 D'Zurilla, T.J. et al., "Social problem solving: theory and assessment." 1996, pp 11-12.

3 Sui, A.M.H, and Sheck, D.T.L., "Relations between social problem solving and indicators of interpersonal and family well-being among chinese adolescents in hong kong." Social Indicators Research, 2005. pp. 517-18.

Social isolation can be defined as the lack in quantity and quality of social contacts.⁴ Social isolation occurs when individuals and groups experience fewer social roles and contacts, and at times, the absence of meaningful relationships with others.

32 participants enrolled in the pregnancy support group and caregiver support group indicated a reduction in their social isolation.

	Pre-Test	Post-Test	Effect Size
Social exclusion	60.00%	52.26%	-.40
Personal isolation	53.55%	47.74%	-.24
Lack of meaningful personal relationships	61.29%	55.48%	-.38
Absence of reliable supports	57.42%	51.61%	-.22

Hope has been viewed as essential to human life, a healing force, and a powerful coping mechanism that enables the individual to ward off despair and transcend current difficulties. Hope implies freedom, adaptability, control, imagination, whereas hopelessness connotes entrapment, helplessness, and impossibility.⁵ 32 program participants from the youth outreach program and grief support group were surveyed about their sense of hope.

	Pre-Test	Post-Test	Effect Size
# trust relationships	64.38%	77.42%	.53
# of reliable personal supports	57.50%	72.90%	.63
# of confidants	59.38%	78.71%	1.14
Positive problem orientation	61.88%	78.06%	.68
Generating alternative solutions	62.50%	78.06%	.63
Decision-making	71.25%	78.71%	.33

4 Keefe et al., "A Profile of Social Isolation in Canada." May 2006, p. 1

5 Herth, K. (1998). Hope as seen through the eyes of homeless children. *Journal of Advanced Nursing*, 28(5), 1053-1062.

Family well-being

Outcome

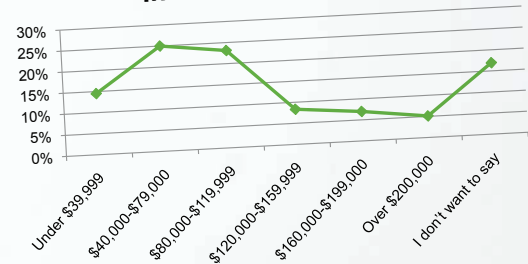
Strong social support and healthy functioning within family.

Survey participants

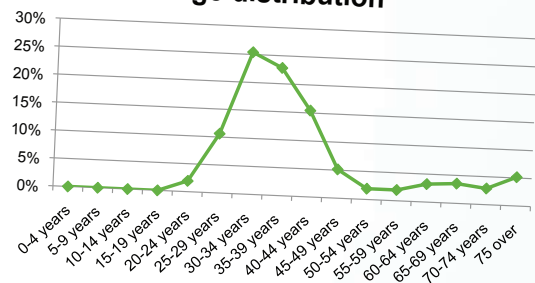
60 males and 266 females.



Income distribution



Age distribution



Social indicators

Social inclusion is based on notions of belonging, acceptance and recognition and entails the realization of full and equal participation in economic, social, cultural and political institutions. It is about recognizing and valuing diversity; it is about engendering feelings of belonging by increasing social equality and the participation of diverse and disadvantaged populations.⁶ 148 participants from various family/parenting programs and the seniors outreach program were surveyed:

Retrospective	Post
# of people to share private feelings and concerns	57.70%
Ability to meet with others outside the home	43.51%
# of connections in the community	63.78%
# of times interacting with people who have different, interest, skills and hobbies	53.78%

“ I believe that no matter if a little time is given or a great amount of time is given to volunteering, it will make a difference in someone’s life and the community will be better for it ... Volunteering reminds me of how blessed I am to be in good health and have the basic needs required to live a stress free life. I am always surprised by the number of people who volunteer and am happy to be a small part of that community. Helping another can only enrich my life. ”

Susan
Volunteer for Community Links

6 York Institute for Health Research. <http://yihr.abel.yorku.ca/peu/>



Personal knowledge and skills. Developing an awareness of social needs is the first step in the process of change. When people have an increased awareness of social needs, and the tools to address those needs, they have higher chances of making positive life-changes. 172 participants from various parenting programs, family skill building programs, and volunteers from the victim advocates program were surveyed about their gains in personal knowledge and skills.

Knowledge gains

	Pre-Test	Post-Test	Effect Size
Budgeting skills	56.80%	74.20%	1.51
Coping skills	65.60%	74.40%	1.29
Parenting skills	57.60%	71.20%	1.19
Caregiving skills	70.00%	77.80%	.94
Victim assistance	58.80%	78.24%	1.50

Skill gains

	Pre-Test	Post-Test	Effect Size
Coping strategies	68.80%	75.60%	.87
Parenting strategies	47.20%	55.00%	.25
Caregiving strategies	75.60%	76.60%	.17
Victim assistance support	47.78%	77.41%	1.50
Generating alternative solutions	62.50%	78.06%	.63

Community well-being

Outcome

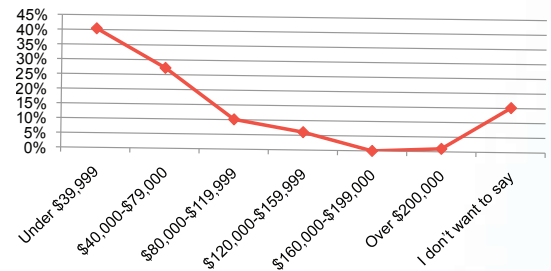
People experience strong interpersonal connections.

Survey participants

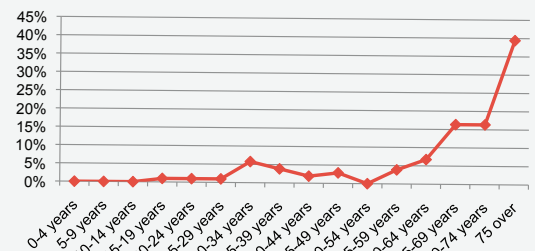
25 males and 80 females.



Income distribution



Age distribution



Social indicators

Public understanding of issues. Strong personal attitude about a particular issue or topic becomes a strong weighing factor in decision-making for people.⁷ FCSS funds preventive social programs to provide life enriching social information to people. Evidence-based social knowledge has the power to positively change the negative attitudes and perception in community. 41 participants were surveyed about their understanding of social issues that affect seniors.

Understanding of social issues

Pre-Test	Post-Test	Effect Size
77.28%	85.60%	.60

Use of learnings

Pre-Test	Post-Test	Effect Size
77.28%	79.38%	.14

“ The positive support and being able to always know Community Links team is here for me and family anytime is an irreplaceable feeling of hope. I would have been left feeling stuck and lost without them. ”

Crystal
Community Development client

7 Boninger, D.S. et al., “Origins of Attitude Importance: Self-Interest, Social Identification, and Value Relevance.” Journal of Personality and Social Psychology, 1995. pp. 61-80.

Community engagement. Engagement in the community happens when people come together to plan and realize a community vision. When people actively participate, build trust relationships and work collaboratively, they can improve the effectiveness of services and influence policy-making at the local level. 25 citizens participating in committee and board development work were surveyed about their levels of engagement.

	Pre-Test	Post-Test	Effect Size
Active participation	77.89%	85.26%	.46
Having a voice	96.84%	98.95%	.34
Trust relationships	94.74%	98.95%	.67
Sense of belonging	91.58%	100.00%	1.19
Collaborative relationships	82.11%	87.37%	.40

“ I am very happy with how the Grief and Support group went! This group was very informative; helped me to understand the proper stages of grief. We are not alone in this journey of grief. The leaders of the group were marvelous. I have grown to have a better understanding of grief. I would recommend this group to anyone that has experienced a loss of a love one. ”

Marcie
Counselling Grief and Loss client

“ Volunteers are **key** to our success. **Our volunteers** are more than just a helping hand - they are a **life line** to those that need it most.”

Volunteer Coordinator
Airdrie Food Bank

Volunteers

2013 Volunteer of the Year Awards

Ed Eggerer Airdrie Ambassador Award in memoriam (Not Shown)

The Ambassador Award is conferred to an Airdrie citizen (proprietor) or a business entity that has made an outstanding contribution in promoting the City of Airdrie as a place for community and opportunity through volunteerism and philanthropy.

Jack Lumley Soul of Airdrie Award (1)

The Soul of Airdrie Award is conferred to an Airdrie citizen who has made an outstanding contribution as a volunteer in any or all of the following fields: arts and culture, athletics, social and community services, and/or governance. This individual demonstrates a passion for helping others to become resilient, contributing members of the community.

Airdrie Meals On Wheels Volunteer Advocate Award (2)

The Volunteer Advocate Award is conferred to a not-for-profit organization, a volunteer-comprised grassroots committee and/or a community group that has demonstrated community leadership by engaging citizens through volunteerism.

Donivan Ryan Airdrie Leader of Tomorrow Award (3)

The Leader of Tomorrow Award recognizes Airdrie youth who have shown leadership in the City of Airdrie through his/her volunteer involvement.



Volunteer return on investment

Volunteer role/title	Equivalent function	Rate	Hours funded by FCSS	Hours funded by City FCSS Plus	Total value
toys/donation sorters/ food hampers	Retail shelf stocker	\$13.01	1,775	4,535	\$82,090
practicum student/leaders	Early childhood educator	\$15.32	1,377	146	\$23,317
community events	Park maintenance	\$15.96	59	178	\$3,783
board of directors/ committees	Management consultant	\$38.55	5,657	3,068	\$336,368
counselors in training	Community worker	\$20.87	2,648		\$55,264
program assistants	Education assistant	\$17.69	293		\$5,174
special events assistants	Event planner	\$20.81	778		\$16,195
general maintenance, repairs	General carpenter/labourer	\$21.55	62		\$1,325
IT consultants	User support technician	\$27.19	40		\$1,088
victim Advocates	Registered social worker	\$37.32	1,608	2,046	\$136,367
court support advocates	Paralegal	\$29.23	274	349	\$18,210
adult mentors	Registered social worker	\$37.32	3,712		\$138,532
teen mentors	Community worker	\$20.87	2,275		\$47,479
seniors/special needs transportation	Driver	\$12.12	783	294	\$13,047
crafting activities/decorators	Artisan	\$17.20	2,498		\$42,957
income tax preparation	Accounting/related clerks	\$24.37	177		\$4,307
group facilitators	Facilitator/life skills coach	\$20.87	107		\$2,233
seniors supports	In-home support/disability worker	\$20.87	49		\$1,012
newsletter writers	Public relations	\$30.05	54		\$1,630
breakfast program servers	Food & beverage server	\$9.75	95	286	\$3,715
special events attendants	Food & beverage server	\$9.75	5963.5	3,185	\$89,193
fund developer	Fund developer	\$27.40	223	444	\$18,276
marketing and graphic designer	Graphic designer	\$25.90	20		\$518
			30,526	14,529	\$1,042,081

The numbers

Funding for preventive social programs in Airdrie is provided through a partnership between the Province and the City. For each dollar from the Province, the City of Airdrie is required to contribute 25 cents. The City can choose to top-up its portion with extra funds directly from the tax base. This extra funds is what is known as an FCSS Plus. The City uses this FCSS Plus funds to augment services that further support the social well-being of residents.

$$\begin{array}{r} \$688,602 \\ + \$172,150 \\ \hline \end{array}$$

Provincial contribution
City of Airdrie's minimum contribution

$$\begin{array}{r} \$860,752 \\ + \$65,850 \\ \hline \end{array}$$

City FCSS Plus

$$\begin{array}{r} \$926,602 \\ \hline \end{array}$$

invested in preventative social
programs in Airdrie



The funded programs and agencies

Agency	Program	FCSS	CITY
			FCSS PLUS*
Airdrie and District Victim Assistance Society (ADVAS)	Volunteer Victim Advocates Training program	\$28,000	
	Volunteer Coordination		\$35,000
Airdrie Food Bank (AFB)	Volunteer Appreciation Event	\$3,750	
	Volunteer Coordination		\$16,250
Airdrie Meals On Wheels (MOW)	Volunteer Appreciation Event and Food Containers	\$8,700	
	Volunteer Meal Delivery Drivers		\$6,300
Big Brothers Big Sisters of Airdrie and Area (BBBS)	Mentoring in Airdrie (Adult-youth)	\$22,514	
	Teen Mentoring (Teen-children)	\$21,075	
Boys and Girls Club of Airdrie (BGCA)	Youth Leadership and Critical Hours Care	\$109,305	
North Rocky View Community Links Society (North Rocky View Community Links)	Airdrie Seniors Outreach Program	\$55,404	
	Family Resource Program	\$115,500	
	Family and Group Counselling	\$122,396	
	Volunteer, Information and Referral Program	\$62,306	
	Volunteer Capacity Building	\$44,000	
		\$592,950	\$57,550

*The FCSS Plus shown in this table excludes funding for internally delivered programs in 2013. For details, please refer to page 26.

Financial information

2013 Revenues	FCSS	City FCSS Plus
Province's contribution	\$688,602	
City's contribution	\$172,150	\$65,850
TOTAL	\$860,752	\$65,850
2013 Expenses	\$247,482	
City staff managing FCSS	\$9,922	
Resources needed to manage FCSS	\$1,469	
Items used to manage FCSS	\$6,372	
Technology and rent	\$265,245	
SUB-TOTAL	\$285,668	
Programs delivered by the city		
Volunteer of the year awards		\$7,890
Youth Council	\$2,558	\$410
SUB-TOTAL	\$2,558	\$8,300
Programs delivered by community partners		
Services for children and youth	\$255,651	
Services for families	\$91,408	
Services for adults	\$43,384	
Services for seniors	\$68,612	
Community engagement and volunteerism	\$133,894	\$57,550
SUB-TOTAL	\$592,949	\$57,550
TOTAL PROGRAM COST	\$860,752	\$65,850

Youth strategy

In 2011, City Council approved the second phase of the City of Airdrie Youth Strategy, which set forth a vision that will allow the City of Airdrie to partner with the young people of this community to engage in a dialog that will result in lasting relationships.

This phase of the Youth Strategy, which completed in 2013, accomplished the following goals through a variety of engagement initiatives:

- To provide a variety of avenues in which youth can share their unique opinions and ideas on the future of Airdrie.
- To provide opportunities for young people to become actively involved in the provision of services to the greater community.
- To educate and inform the youth of Airdrie of the functions of municipal government, and the services provided by the City of Airdrie.
- To recognize and appreciate the talents and contributions of the youth of Airdrie.

Most notable in 2013 was the launch of the City of Airdrie corporate mentoring initiative. This partnership with Big Brothers & Big Sisters of Airdrie matches City of Airdrie staff with youth in the community to explore career and service learning opportunities.

During the municipal election, the Airdrie Youth Council hosted an election forum where young people had the opportunity to question election candidates on issues of importance to youth.

Throughout 2013 the Airdrie Youth Council underwent an evaluation process to identify ways they could better represent youth in the community. This culminated in a youth engagement event that included young leaders from various Airdrie schools.

The following was accomplished in 2013:

- City of Airdrie corporate mentoring initiative
- Municipal election youth forum
- Youth engagement event
- Leader of Tomorrow awarded:
 - Donovan Ryan
- Mayor of the Day Challenge launched & awarded:
 - Danica MacDonald
 - Ayden Makarus
- Airdrie's Got Talent
- Go Girl & Extreme FX



“**Community Links** give me the **opportunity** to interact with other moms. I feel I’m part of the community. The kids love the program because they **learn, play, dance, sing** and have a great time with other **kids and adults**. Thank you! You make a **big difference** in our lives.”

Maria

Family Resource Services – P.L.A.Y. client



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