



2012 ANNUAL SOCIAL REPORT

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

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From the Mayor

On behalf of City Council, we are very proud to share the 2012 Social Report with you. In 2012, we invested \$236,140 from the City of Airdrie and \$688,602 from the Province's Family and Community Support Services (FCSS) funds in preventive social programs designed to strengthen our community's social fabric.

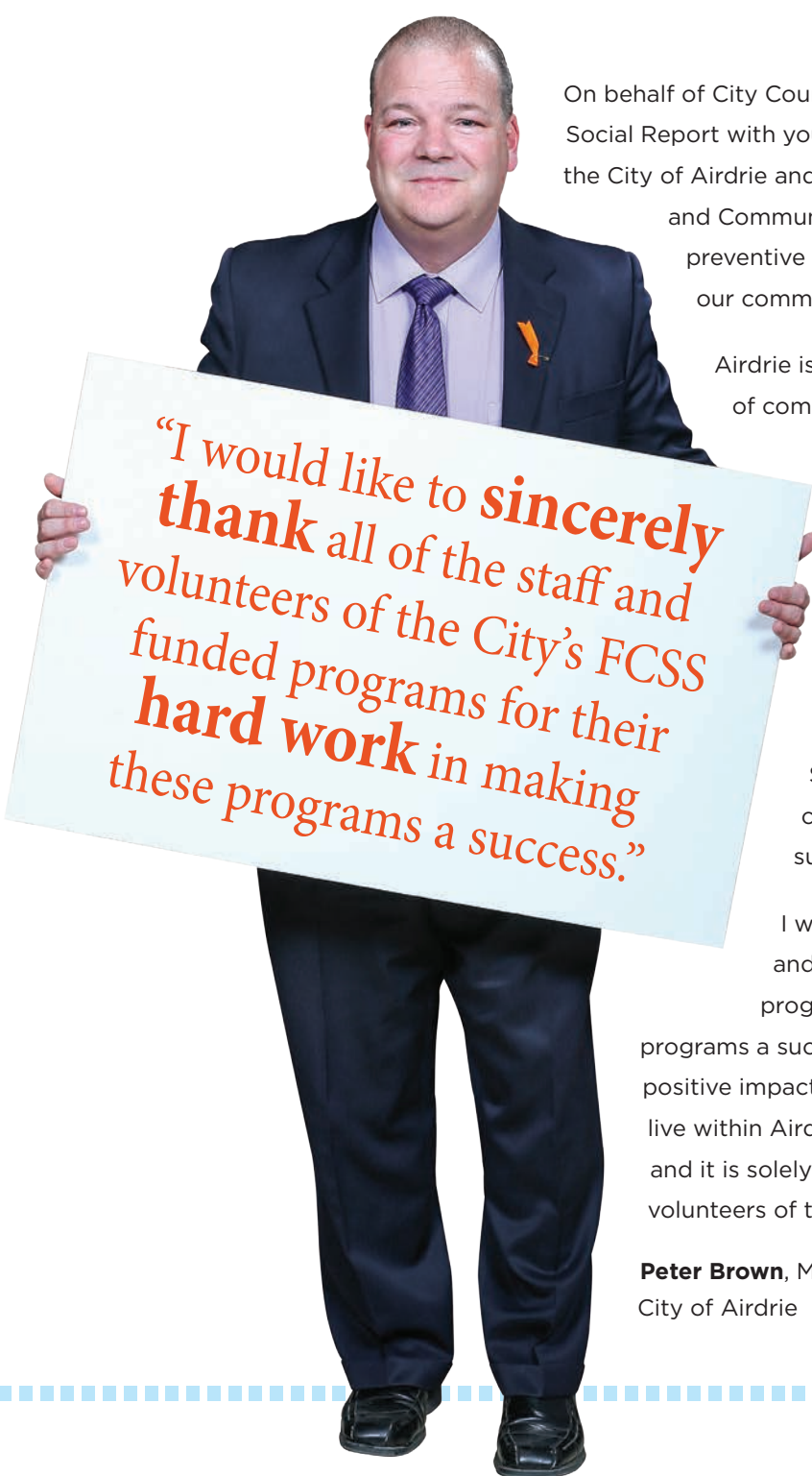
Airdrie is home to wonderful neighbourhoods, full of community spirit and caring neighbours. The

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.

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 have a tremendous positive impact to the lives of thousands of people who live within Airdrie and the surrounding communities, and it is solely due to the dedication of the staff and volunteers of the City's FCSS funded programs.

Peter Brown, Mayor
City of Airdrie

A photograph of Mayor Peter Brown, a middle-aged man with short grey hair, wearing a dark blue suit, a light blue shirt, and a patterned tie. He is holding a large white sign with orange text. The sign reads: "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." The text is written in a mix of bold and regular fonts, with "sincerely", "thank", "hard work", and "success" in bold orange. The rest of the text is in a regular orange font.

*"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."*

From the Chair

As Chair of the Community Services Advisory Board (CSAB) I am very excited to share the 2012 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 2012, the CSAB distributed \$628,707 to various prevention based community programs.

Through this funding, seniors in our community can participate in educational workshops offered through the Airdrie Seniors Outreach Program, students can take part in mentoring programs offered through Big Brothers Big Sisters of Airdrie and families in need can access a food hamper from the Airdrie Food Bank.

Funding is only one element to making these programs a success, the other major component is volunteers. 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

A photograph of Alderman Kelly Hegg, a middle-aged man with short brown hair, wearing a blue blazer over a light blue shirt and dark blue trousers. He is smiling and holding a large, light blue rectangular sign with both hands. The sign contains a quote in green text. The background is plain white.

“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.”

“ I feel like **I get lost** sometimes in my own **family**. What gets me through is **knowing** I have one hour a week to have **fun** with my Mentor. He is there **for me** only and that feels really good! ”

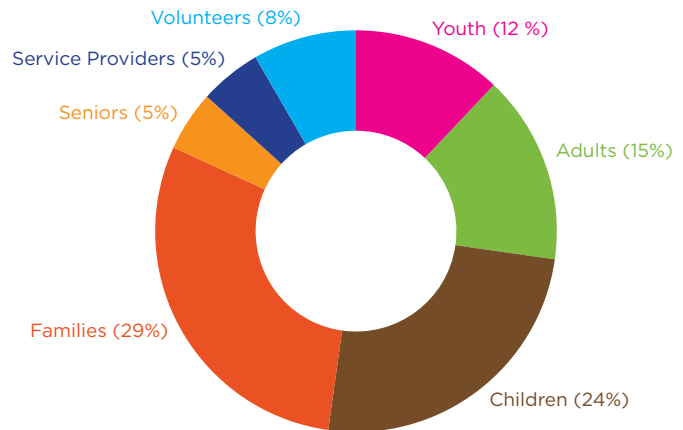
MPOWER Youth mentee (age 12)
Big Brothers Big Sisters

1,883 people served
in-person by 11 programs
in seven agencies.

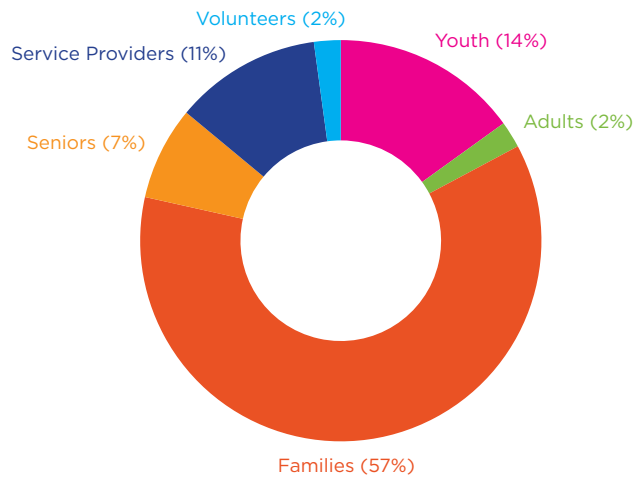
7,485
people served via telephone by six
programs in four agencies.

1,581
people served through email and other web-based
services by six programs in four agencies.

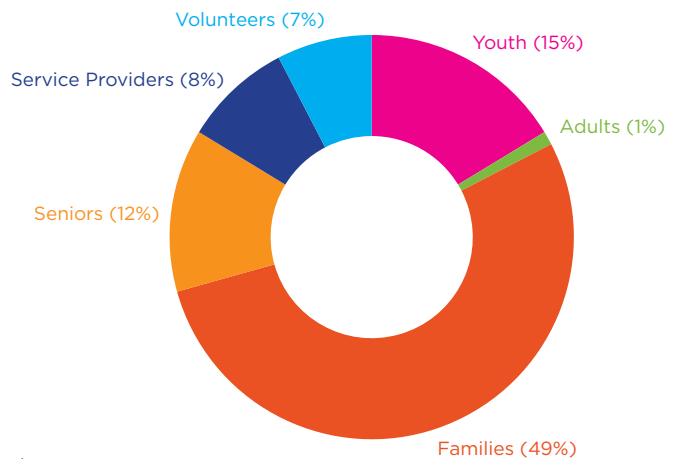
In-person consultations



Telephone consultations



Email 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 proactive behaviour that contribute to their overall well-being.

“ I have been using Community Links as a resource since 2005. I feel well connected to the community. I am aware of resources available to me. The staff has always done their best in meeting my needs. I couldn't have made it without them as a new Airdrie citizen and single mother seven years ago.

”

Wendy
Intake Services, Community Links

“Community Links provided a **safe, open environment** in which my **former spouse** and I could develop the tools and **respectful communication** required to **gently co-parent** our children. Without their **support**, we would have been adversaries in court and **our children would have suffered.**”

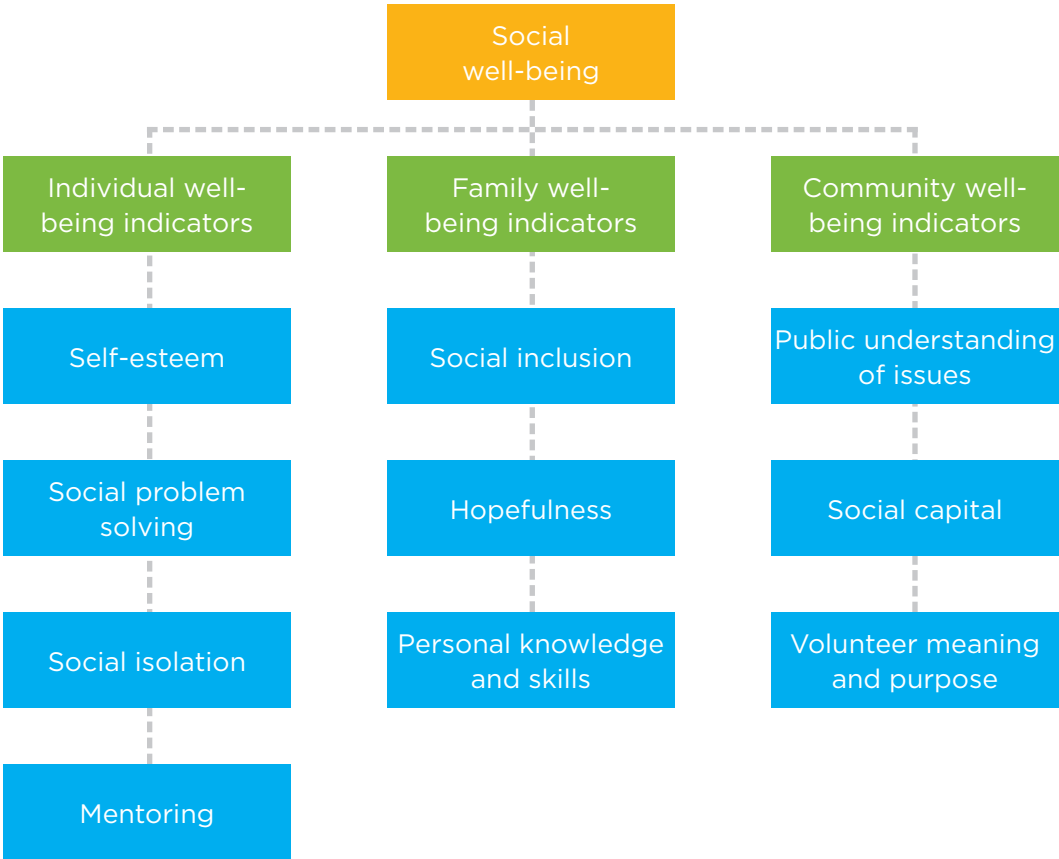
Melanie, Parent Consultation Program

Measuring social well-being

Social well-being can be grouped into three levels:

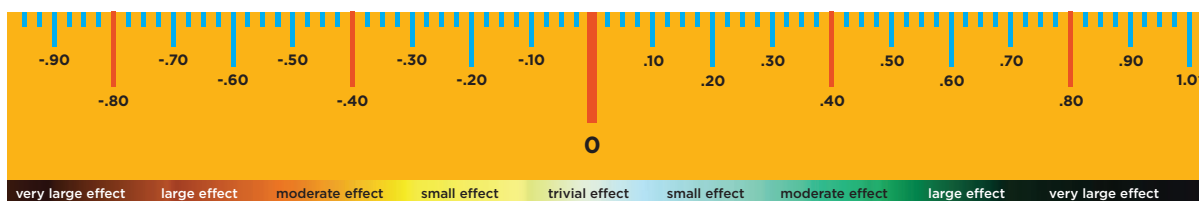
- individual well-being
- family well-being
- community well-being

Each level can be measured using social indicators. Social indicators tell us about the overall effects of FCSS funded social programs 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. Retrospective sub-indicators are asked at the end of the program 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 percentage 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 then measured to produce 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.



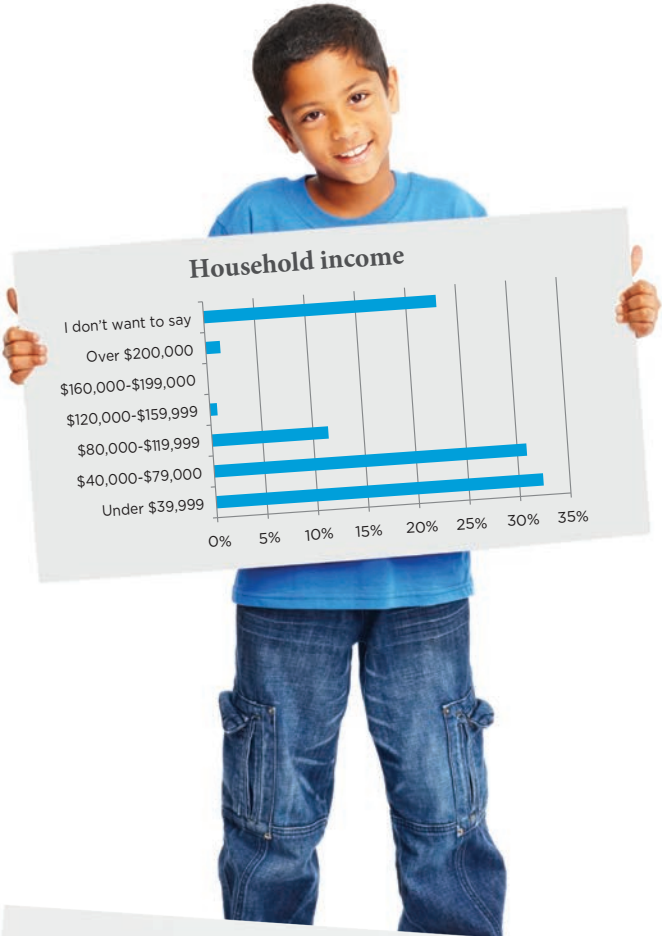
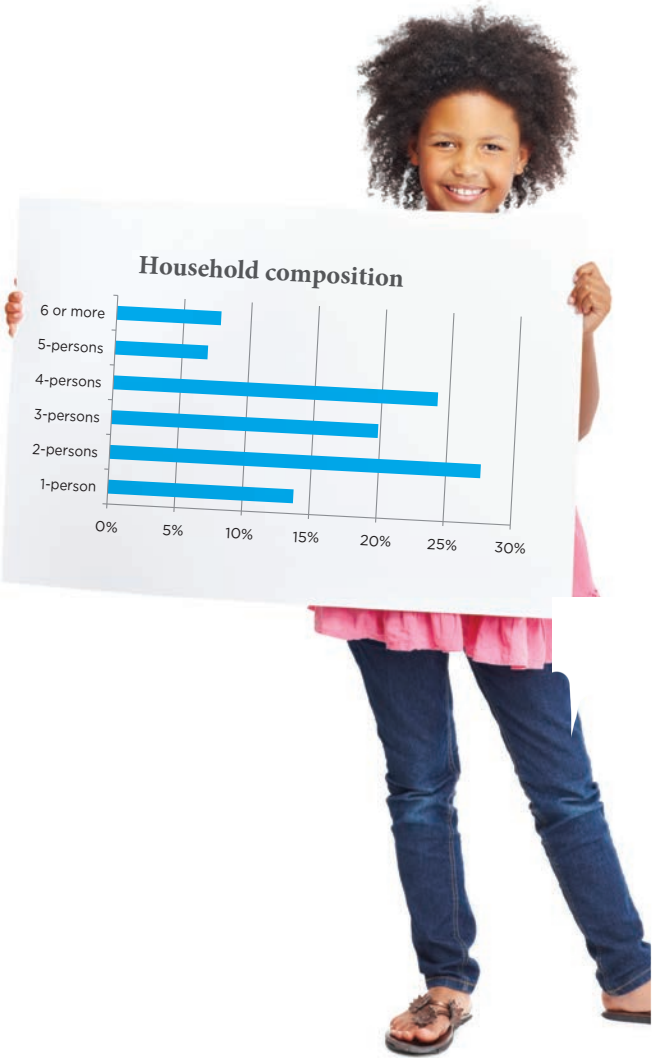
“ As a Friendly Visitor volunteer, I have found the weekly visits to be rewarding and beneficial. Erik enjoys reminiscing about his experiences and his good old days. He has a great outlook on life and has a sense of humor. He has some dementia so for the first month, I had to explain who I was and about the program but now he often recognizes me and always looks forward to our next visit. ”

Theresa
Volunteer for Friendly Visiting

Individual well-being

Outcome: Individuals experience increased quality of life.

Survey participants: 70 males and 69 females.



Social indicators

Self-esteem is generally described as a positive or negative orientation toward oneself; an overall evaluation of one’s worth or value¹. Participating programs: *Family and Group Counseling Program* — North Rocky View Community Links; *Information and Referral Program* — North Rocky View Community Links; *Before and After School Care/Youth Program* — Boys and Girls Club of Airdrie.

Pre-Test	Post-Test	Effect Size
74%	79%	.34 (moderate effect)
	Retrospective-Test	
	84%	

Social problem-solving is the process of problem solving as it occurs in real life². 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 avoidance³. Participating program: *Family and Group Counseling Program* — North Rocky View Community Links.

Pre-Test	Post-Test	Effect Size
68%	71%	.36 (moderate effect)

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. Social isolation occurs when individuals and groups experience fewer social roles and contacts, and at times, the absence of meaningful relationships with others. Participating programs: *Information and Referral Program* — North Rocky View Community Links; *Airdrie Seniors Outreach Program* — North Rocky View Community Links.

Pre-Test	Post-Test	Effect Size
54%	49%	-.39 (moderate effect)

Mentoring refers to the relationships a teacher or mentor has with a learner or mentee. The positive effects of mentoring are generally thought to be derived from the support and role modeling these relationships offer. Participating Program: Big Brothers Big Sisters of Airdrie and Area.

Teen Mentoring

Pre-Test	Post-Test	Effect Size
84%	86%	.25 (small effect)

mPower Mentoring

Pre-Test	Post-Test	Effect Size
82%	84%	.14 (small effect)



Family well-being

Outcome: Strong social support and healthy functioning within family.

Survey participants: 71 males and 315 females.



Social indicators

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 impossibility⁵. Participating program: *Family and Group Counseling Program* — North Rocky View Community Links.

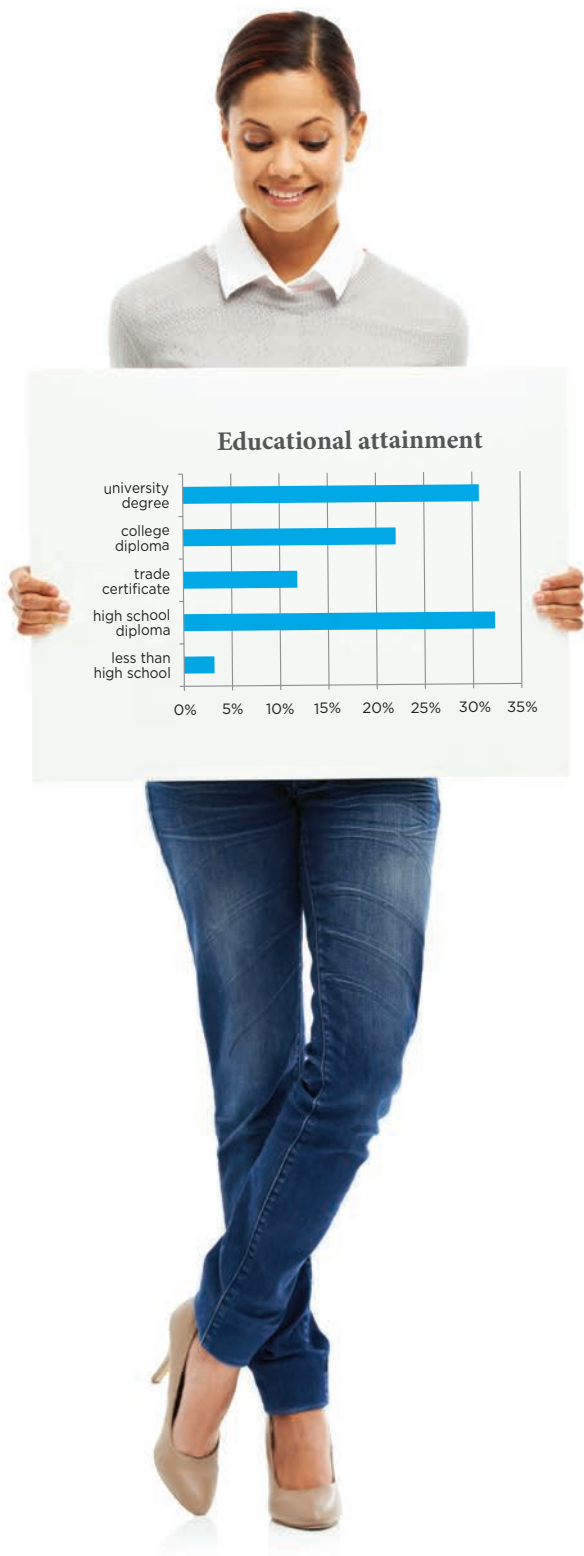
Pre-Test	Post-Test	Effect Size
67%	74%	.50 (large effect)

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 populations⁶. Participating programs: *Family Resource Program* — North Rocky View Community Links; *Airdrie Seniors Outreach Program* — North Rocky View Community Links.

Retrospective-Test
57%

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

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. Participating programs: *Information and Referral Program* — North Rocky View Community Links; *Family Resource Program* — North Rocky View Community Links; *Volunteer Advocate Program* — Airdrie and District Victim Assistance Society.

Knowledge gains

Pre-Test	Post-Test	Effect Size
58%	70%	1.09 (very large effect)
	Retrospective-Test	
	68%	

Skill gains

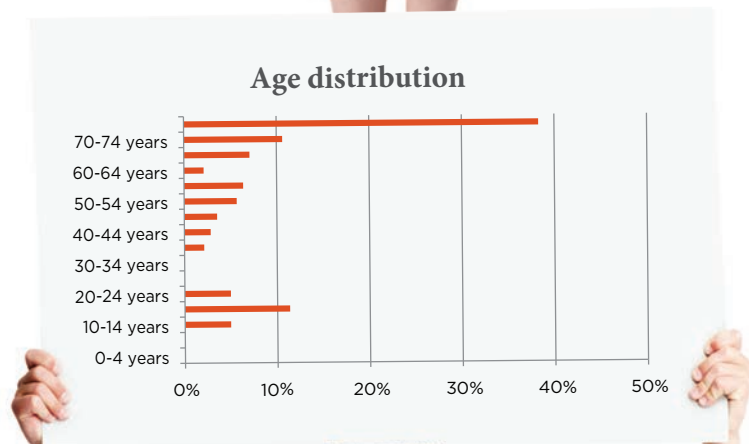
Pre-Test	Post-Test	Effect Size
65%	71%	.71 (very large effect)
	Retrospective-Test	
	64%	



Community well-being

Outcome: People experience strong interpersonal connections.

Survey participants: 21 males and 128 females.



Social indicators

Public understanding of issues. Strong personal attitude about a particular issue or topic becomes a strong weighing factor in decision-making for people⁷. 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. Participating programs: *Information and Referral Program* — North Rocky View Community Links; *Airdrie Seniors Outreach Program* — North Rocky View Community Links.

Understanding of social issues

Pre-Test	Post-Test	Effect Size
80%	83%	.27 (small effect)

Use of learnings

Pre-Test	Post-Test	Effect Size
80%	83%	.26 (small effect)

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.

Social capital refers to features of social life such as networks, norms and trust that enables participants to act together more effectively to achieve a shared objective⁸. Volunteers increase their social capital by bonding with other volunteers and bridging their social network by interacting with people who have different interest, skills and hobbies. Participating programs for long version survey: *Volunteer Program* — North Rocky View Community Links; *Volunteer Program* — Airdrie Food Bank. Participating program for short version survey: *Volunteer Program* — Airdrie Meals On Wheels.

Long Version Survey

Pre-Test	Post-Test	Effect Size
64%	68%	.24 (small effect)

Short Version Survey

Pre-Test	Post-Test	Effect Size
66%	74%	.49 (moderate effect)

Volunteer meaning and purpose are subsets of positive functioning. When people volunteer in the community, not only are they contributing to community but are gaining a sense of meaning and purpose from the experience. Participating programs: *Youth Volunteer Program* — Boys and Girls Club of Airdrie; *Volunteer Program* — North Rocky View Community Links.

Pre-Test	Post-Test	Effect Size
81%	80%	-.06 (trivial effect)

8 Putnam, R.P., "Turning in, turning our, The Strange Disappearance of Social Capital in America." 1995. P. 664-665.

“ The victim advocate
volunteers gave our family
hope and **peace of mind**
- the future looks **positive.** ”

Susan, Victim Assistance Client

“ Volunteering creates a
feeling of not only
caring and compassion,
but of family! ”

Roxanne, Community Volunteer

Volunteers

2012 Volunteer of the Year Awards

David Lindsay Airdrie Leader of Tomorrow Award

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

Laurence and Linda Ray Airdrie Ambassador Award

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.

Rob Van Biezen Soul of Airdrie Award

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 Food Bank Volunteer Advocate Award

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.

Pictured: Laurence and Linda Ray; Airdrie Food Bank volunteers. Missing: David Lindsay and Rob Van Biezen



Volunteer return on investment

Using the 2012 Alberta Wage and Salary data, the 2012 value of volunteer labour is over \$860,000.

Volunteer position	Function (equivalent)	Rate	Hours	Value
toys/donation sorter/food hampers	housekeeping/cleaner	14.39	5,036	\$72,468
practicum student/leader	early childhood educator	15.32	1,045	\$16,002
community event support	park maintenance	15.96	237	\$3,783
board of director/committee/member	management consultant	38.55	7,233	\$278,832
counselor-in-training	community worker	20.87	3,430	\$71,584
program assistant	education assistant	17.69	127	\$2,238
special events assistant	event planner	20.81	315	\$6,555
general maintenance, repairs	general carpenter/labourer	21.55	113	\$2,430
IT consultant	user support technician	27.19	32	\$870
victim advocate	registered social worker	37.32	4,079	\$152,228
court support advocate	paralegal	29.23	799	\$23,355
adult mentor	registered social worker	37.32	1,820	\$67,922
teen mentor	community worker	20.87	2,080	\$43,410
seniors/special needs transportation	driver	12.12	1,097	\$13,290
crafting activities/decorator	artisan	17.20	900	\$15,480
income tax preparation	accounting/related clerks	24.37	129	\$3,132
group facilitator	facilitator/life skills coach	20.87	14	\$282
administrative assistant	administrative clerk	22.17	148	\$3,281
seniors support	in-home support/disability worker	20.87	398	\$8,306
newsletter writer	public relations	30.05	98	\$2,930
breakfast program server	food & beverage server	9.75	440	\$4,290
special events attendant	food & beverage server	9.75	7,081	\$69,040
			36,648	\$861,706

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. In 2012, the City contributed an additional six cents for every provincial dollar.

\$688,602 Provincial contribution

172,150 City of Airdrie's minimum contribution

\$860,752

63,990 City of Airdrie's extra funding in 2012

\$924,742

invested in preventive social
programs in Airdrie



The funded programs and agencies

Agency/Program	
Airdrie and District Victim Assistance Society (ADVAS)	
▪ Volunteer victim advocates	\$60,000
Airdrie Food Bank (AFB)	
▪ Hamper and empty bowls volunteers	\$20,000
Airdrie Meals On Wheels (MOW)	
▪ Volunteer meal delivery drivers	\$13,700
Big Brothers Big Sisters of Airdrie and Area (BBBS)	
▪ Mentoring in Airdrie (adult-youth)	\$20,000
▪ Teen mentoring (teen-children)	\$18,000
Boys and Girls Club of Airdrie (BGCA)	
▪ Youth leadership and critical hours care	\$109,305
North Rocky View Community Links Society (NRVCL)	
▪ Airdrie seniors outreach program	\$50,000
▪ Family resource program	\$112,500
▪ Family and group counselling	\$118,896
▪ Volunteer, information and referral program	\$48,236
Volunteer Airdrie	
▪ Volunteer capacity building	\$44,000
	\$628,707



Financial information

Revenues

	2012
Province's contribution	\$688,602
City's contribution	\$236,140
TOTAL	\$924,742

Expenses

	2012
City staff managing FCSS	\$241,243
Resources needed to manage FCSS	\$8,106
Items used to manage FCSS	\$1,927
Technology and rent	\$34,392
SUB-TOTAL	\$285,668

Programs delivered by the city

Volunteer of the year awards	\$7,602
Youth Council/Hyjinx	\$2,765
SUB-TOTAL	\$10,367

Programs delivered by community partners

Services for children and youth	\$248,269
Services for families	\$89,358
Services for adults	\$42,584
Services for seniors	\$65,003
Community engagement and volunteerism	\$183,492
SUB-TOTAL	\$628,707
TOTAL PROGRAM COST	\$924,742



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 dialogue that will result in lasting relationships.

This phase of the youth strategy has four primary goals:

- 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.

These four goals will be achieved through a variety of youth engagement initiatives from 2011 to 2013. Accomplishing this is more complicated than simply soliciting youth feedback on relevant issues and programming. Youth and adults exist in different fields of reasoning, experience, and understanding. Because of this, dialogue must be established so that youth are able to fully understand how and why they may contribute, and so that adults may understand how they can enhance the existing flow of knowledge. At the end of the day, both youth and adults should benefit from this learning relationship.

The following was accomplished in 2012:

- Airdrie's Got Talent
- Go Girl & Extreme FX
- Leader of Tomorrow awarded:
 - David Lindsay
- Mayor of the Day Challenge launched and awarded:
 - Kalbie Hokanson
 - Mackenzie Cameron



“The **best part** of being a **Teen Mentor** is that I am able to help my mentee **feel safer** and more accepted at school. **I love seeing him light up and smile** when he tells me he **took my advice**, was kinder to the other kids at school and they let him play with them at recess! **I’m very proud of him** and our relationship.”

Teen Mentor Volunteer (age 15)
Big Brothers Big Sisters





**Social Planning Business Unit
Community Services, City of Airdrie**

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