

2011 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 excited to share the 2011 Social Community Report with you. In 2011, we invested \$211,868 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.

We are committed to creating a socially sustainable community, where the health, well-being and social needs of the community are met. Airdrie Family and Community Support Services enhances the social well-being of individuals, families and community through prevention.

**“I would like to sincerely thank all of the staff and volunteers of the City's FCSS funded programs for their hard work and caring spirits.”**

They support thousands of Airdrie and area residents; simply put they positively change lives.

We believe in providing opportunities for our residents to engage in our community and develop strong social networks. The excellent programs funded by Airdrie FCSS are a great example of the City's efforts to strengthen relationships between community organizations, residents, business groups and local government. We look forward to continuing these efforts for many years to come.

**Peter Brown**, Mayor

# From the Chair

It is my privilege to share the 2011 Annual Social Report with you. I am very proud of the programs and services provided by the City's community partners.

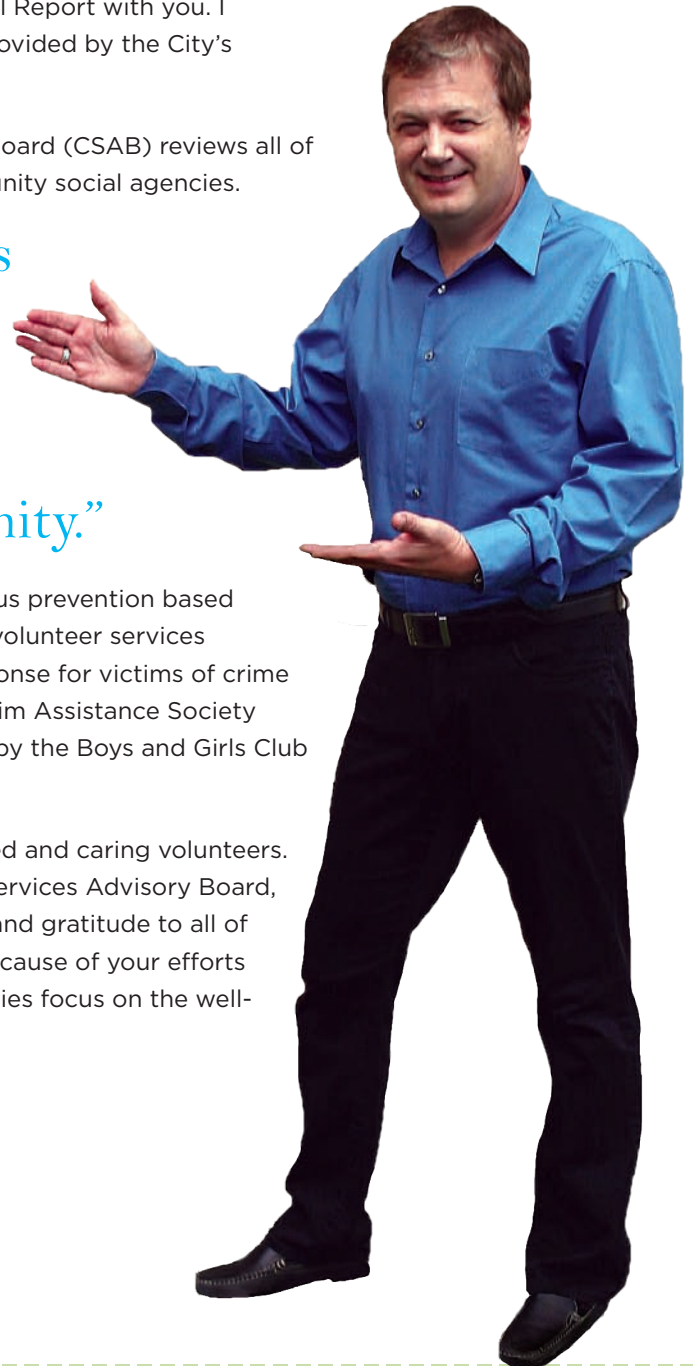
Every year, the Community Services Advisory Board (CSAB) reviews all of the FCSS funding applications from our community social agencies.

**"In working through this process I am always amazed in the quantity of quality programs that are available to the members of our community."**

In 2011 the CSAB distributed \$600,565 to various prevention based community programs. Airdrie FCSS funds the volunteer services portion of programs like the 24 hour crisis response for victims of crime or tragedy offered by the Airdrie & District Victim Assistance Society (ADVAS) and the leadership programs offered by the Boys and Girls Club of Airdrie.

These programs are made possible by our skilled and caring 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



“ I learned about how to  
teach my **toddler**  
about things that I had  
never considered before,  
like **science**, nature  
and **music**. I think my  
child will be **better  
prepared** for  
preschool and school in  
general because of  
**this program**”

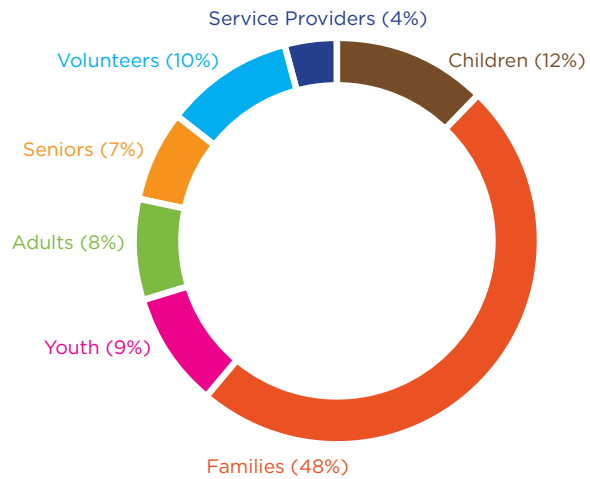
Parent, Comfort, Play & Teach™  
North Rocky View Community Links

**1,679** people served in-person by 11 programs in seven agencies.

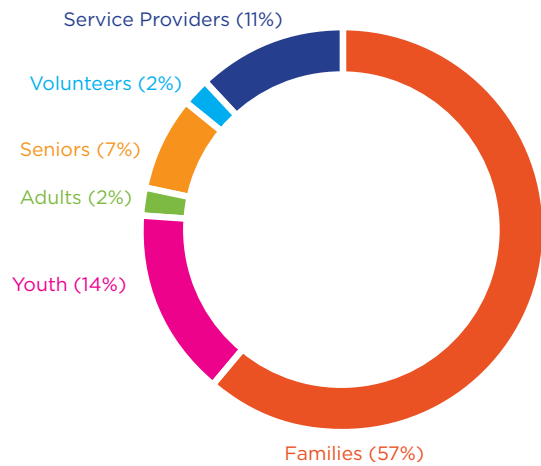
**3,266** people served through telephone consultations with six programs in four agencies.

**1,435** people served through email and web-based service consultations with six programs in four agencies.

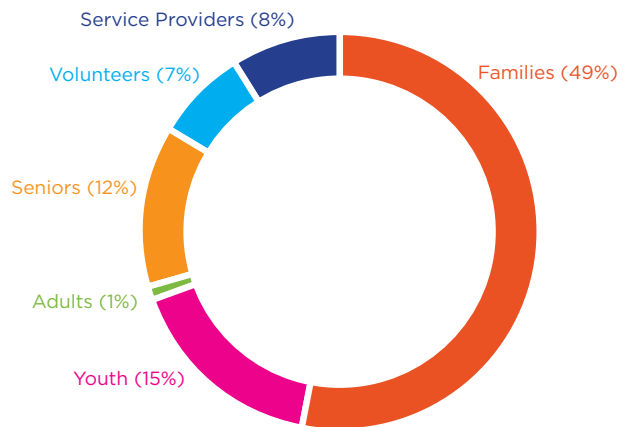
In-person consultations



Telephone consultations



Email consultations



Airdrie FCSS changed the reporting requirements for 2011 onward. FCSS funded programs only report statistical information related to programs or activities funded solely by Airdrie FCSS. These changes resulted in smaller, more refined data.

Airdrie FCSS collects information about the number of unique persons who have accessed services from FCSS funded programs. When service is provided to a family unit, all family members who experienced 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.



# Individual, family & community well-being

**Socially sustainable communities** are healthy communities that provide ample opportunity for social interactions and meeting people's needs. The City of Airdrie Family and Community Support Services (FCSS) provides funding to 11 programs in seven not-for-profit agencies. These preventive social programs strengthen the social fabric of our community.

**Community well-being** occurs when people experience strong interpersonal connections. Strengthening relationships between community organizations, residents, business groups and the local government increases the ability of people to create diverse, inclusive and engaged communities.

**Family well-being** focuses on providing strong social support to encourage healthy functioning families. Positive family relationships, positive parenting and positive family communications all contribute to creating healthy families. Elements such as quality, density and extent of social networks also contribute to family well-being.

**Individual well-being** centers on individuals experiencing increased quality of life. Life satisfaction, positive self-esteem, competence, resiliency and having healthy relationships all contribute to individual well-being.

“ The parent interaction in the group sessions was great. It was helpful and reassuring to see others experiences and handling similar issues. Also reassuring to see them (our teens) experience success as well. ”

**Parent, Triple P-Teen Group**  
North Rocky View Community Links

“One youth who was new to Airdrie was struggling to make **friends in school** and was looking to meet friends in a smaller arena. ‘Cody’ joined **Boys and Girls Club** and reports he made a friend in the club who attended his school; this friend introduced him to friends and he now **feels** a **sense of belonging** and **acceptance.**”

Cody, Boys and Girls Club of Airdrie



# Individual, family & community well-being

## Individual well-being indicators

- **Self-esteem** is a positive or negative view of one's worth or value. For most people self-esteem is relatively high in childhood, drops in adolescence, rises gradually throughout adulthood and then declines in old age.
- **Social problem-solving** is the process of solving problems in a real life situation. Effective problem-solving occurs when one can view a problem positively and use rational problem-solving skills.
- **Social isolation** occurs when individuals and groups experience fewer social roles, contacts and meaningful relationships with others.

## Impact of the results

Overall, FCSS funded programs had a positive effect on participants' self-esteem, a very positive effect on their ability to problem solve and a moderate effect on decreasing their social isolation.

	pre-test	post-test
Positive self-esteem	62%	65%
Effective problem-solving	68%	75%
Social isolation	53%	48%



Individual, family and community well-being is enhanced through prevention programs funded by Airdrie FCSS that focus on health, quality of life and providing people with the opportunity to create strong social networks.

## Family well-being indicators

- **Knowledge** on positive family relationships, positive parenting and communications and developing strong social networks.
- **Skills** on how to create positive family relationships and strong social networks.

## Impact of the results

Overall, FCSS funded programs had a very strong positive effect on participants acquiring social knowledge and a positive effect on participants gaining new social skills.



**Knowledge (post-test) 73%**

**Knowledge (pre-test) 58%**

**Skills (post-test) 71%**

**Skills (pre-test) 66%**

## Community well-being indicator

**Public understanding of social issues** empowers people to make healthy life choices and become resistant to crisis.

**Attitudes toward social issues** strongly impact people's decision-making. By providing evidence-based social information, people can make well informed decisions.

**Enhancing social capital.** Social capital is about the value of social networks that bring similar people together and bridge the gap between diverse people.

## Impact of the results

FCSS programs had a positive effect on program participants' understanding of social issues, a very strong positive effect on their attitudes toward social issues and a moderate positive effect on social capital.

Measuring how participants' knowledge, skills and behaviours changed after program participation is one way to determine the effect of preventative social programs on the well-being of individuals, families and community.



# Our partners

Partner organizations receive funds from Family and Community Support Services to provide 11 preventative social programs that focus on community, family and individual well-being. These organizations include Airdrie & District Victim Assistance Society, Airdrie Food Bank, Airdrie Meals on Wheels, Big Brothers Big Sisters of Calgary and Area, Boys and Girls Club of Airdrie, North Rocky View Community Links and Volunteer Airdrie.

1. **Airdrie & District Victim Assistance Society (ADVAS)** is a non-profit, volunteer based organization that provides 24 hour crisis response and support to victims of crime and/or tragedy through the Royal Canadian Mounted Police (RCMP). Supported and operated within the Airdrie RCMP detachments, ADVAS assists individuals within the Airdrie and Beiseker detachments and surrounding districts.
2. **Airdrie Food Bank** provides short-term emergency food hampers to families in crisis. They also operate a referral system and network with other agencies to give individuals and families the support they require in times of crisis.
3. **Airdrie Meals on Wheels** is a 100 per cent volunteer-based organization that provides nourishing meals on a regular basis for people who live independently in the community.
4. **Big Brothers Big Sisters of Airdrie and Area** is an incorporated non-profit registered charity that impacts the lives of young people and volunteers through the power of mentoring.
5. **Boys and Girls Club of Airdrie** is a non-profit charitable organization that provides high quality affordable programs and services that are accessible to all children, youth and families of Airdrie and surrounding areas.
6. **North Rocky View Community Links** is a non-profit, charitable organization that provides support and services to individuals and families in Airdrie and surrounding areas in the North Rocky View Region.
7. **Volunteer Airdrie** promotes life-long volunteerism, raises awareness of the power of service and educates and informs people about opportunities to serve through volunteerism. They build capacity for effective local volunteering through resources and training in volunteer management. They also provide leadership and facilitate action on issues relating to volunteerism.

# Youth strategy

In 2009, City Council approved the City of Airdrie Youth Strategy. The purpose was to guide the City towards greater youth friendliness. We have made great strides in ensuring Airdrie is a youth friendly community and are happy to share that the second phase of the Youth Strategy was approved by Council in 2011. Phase two outlines 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.

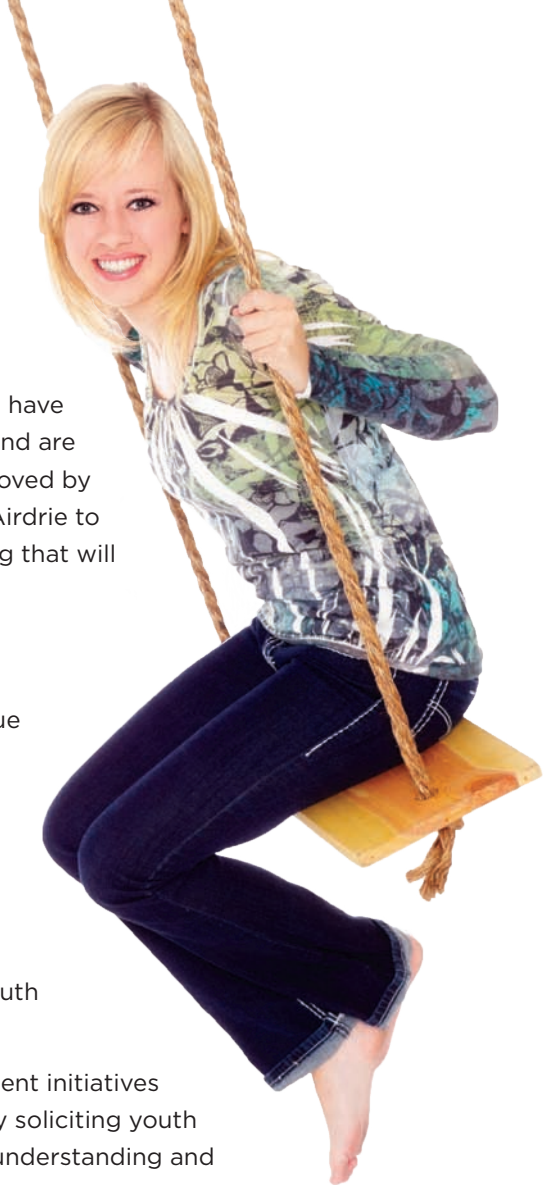
The second phase of the Youth Strategy has four primary goals:

- 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 Airdrie youth 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. It's about creating an understanding and appreciation for the different perspectives offered by youth and adults in the community and generating open, honest conversations where ideas, information and opportunities may be shared.

## 2011 youth strategy accomplishments:

- Youth Strategy researched, drafted, and approved by Council
- First youth engagement forum held
- Enhanced advisory capacity of Hyjinx Youth Council
- Youth Week 2011
- Mayor of the day challenge approved by City Council
- Preliminary research on City Hall 101 completed



# Volunteers

Volunteers strengthen the community and make it possible for many of our programs to operate successfully!

Airdrie FCSS funds the volunteer component of several programs including Airdrie Meals on Wheels, Airdrie Food Bank, Airdrie Boys and Girls Club, the Airdrie & District Victim Assistance Society and Volunteer Airdrie.

- Volunteers deliver meals for Airdrie Meals on Wheels and provide social interaction as they visit with recipients.
- Volunteers work at the Airdrie Food Bank to provide emergency food hampers and network with other agencies to give families and individuals much needed support during times of crisis.
- Volunteer Victim Advocates with the Airdrie & District Victim Assistance Society provide support, information and referral services to help victims and their families cope with the impact of crime or tragedy.



**From left to right:** Lise Blanchette, Jodi Phillips, Carrie Cooke, Karin van Goudoever, Connor Lengkeek, Jerry Muckle, Randy Bourassa, Dick Buchanan, Ellen Turek, Donelda Johnson

## 2011 volunteer of the year awards

**Connor Lengkeek** received the Leader of Tomorrow award for being a young person who demonstrated leadership in Airdrie through his volunteer involvement.

**Dick Buchanan**, Air Alta Insurance received the Ambassador award as a business making an outstanding contribution in promoting Airdrie as a place for community and opportunity through volunteerism and philanthropy.

**Donelda Johnson** received the Soul of Airdrie award for making an outstanding contribution as a volunteer in the fields of athletics, social and community services and governance. Donelda demonstrates a passion for helping others become resilient contributing members of the community.

**Bethany Airdrie** received the Volunteer Advocate award as a community group demonstrating community leadership by engaging citizens through volunteerism.



## Volunteer return on investment

Using the 2011 Alberta Wage and Salary data, the 2011 value of volunteer labour is close to \$750,000.

Volunteer Positions	Functions (equivalent)	Rates	Hours	Value
donation sorters/food hampers	housekeeping/cleaner	14.39	4,384.8	\$63,097
student leaders	early childhood educator	15.32	174.0	\$2,666
corporate volunteers	general carpenter/labourer	21.55	421.5	\$9,083
community events	park maintenance	15.96	2,854.5	\$45,558
board of directors/committees	management consultant	38.55	3,697.5	\$142,539
counselors in training	community worker	20.87	2,880.0	\$60,106
program assistants	education assistant	17.69	3,121.5	\$55,219
special events assistants	event planner	20.81	1,129.0	\$23,494
general maintenance, repairs	general carpenter/labourer	21.55	130.0	\$2,802
IT consultants	user support technician	27.19	15.0	\$408
victim advocates	registered social worker	37.32	4,353.0	\$162,454
court support advocates	paralegal	29.23	633.0	\$18,503
adult mentors	registered social worker	37.32	2,080.0	\$77,626
teen mentors	community worker	20.87	1,101.0	\$22,978
seniors/special needs transportation	driver	17.39	957.8	\$16,655
crafting activities/decorators	artisan	17.2	1,200.0	\$20,640
income tax preparation	accounting/related clerks	21.29	242.3	\$5,158
group facilitators	facilitator/life skills coach	20.87	132.5	\$2,765
administrative assistants	administrative clerk	19.23	404.3	\$7,774
seniors supports	in-home support/disability worker	20.87	98.5	\$2,056
newsletter writers	public relations	30.05	201.8	\$6,063
			<b>30,211.8</b>	<b>\$747,641</b>

# 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 2011, the City contributed an additional six cents for every provincial dollar.



invested in preventative 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 & empty bowls volunteers	\$10,000
Airdrie Meals On Wheels (MOW)	
▪ Volunteer meal delivery drivers	\$13,700
Big Brothers Big Sisters of Airdrie and Area	
▪ Mentoring in Airdrie (adult-youth)	\$20,000
▪ Teen mentoring (teen-children)	\$18,000
Boys and Girls Club of Airdrie	
▪ Youth leadership and critical hours care	\$105,232
North Rocky View Community Links Society	
▪ 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
	<b>\$600,564</b>

“ Volunteer Victim **Advocates**  
and **Court Support Advocates**  
are one of the most skilled  
volunteers in our community.  
‘Sally’ said, ‘I am an  
**empathetic and caring**  
person and through **ADVAS**  
volunteering, I continue  
to learn how to be a more  
supportive and resourceful  
person in **assisting**  
**victims** of crime and tragedy.’  
‘John’ added, ‘My strengths  
include **understanding victims**  
and their situations and giving  
**compassion.**”

Donna Cooper, Volunteer Coordinator  
Airdrie and District Victim Assistance Society

# Financial information

## Revenues

	2011
Province's contribution	\$688,602
City's contribution	\$211,868
<b>TOTAL</b>	<b>\$900,470</b>

## Expenses

	2011
City staff managing FCSS	\$234,717
Resources needed to manage FCSS	\$13,422
Items used to manage FCSS	\$1,767
Technology and rent	\$35,232
<b>SUB-TOTAL</b>	<b>\$285,138</b>

## Programs delivered by the city

Volunteer of the year awards	\$11,156
Youth Council/Hyjinx	\$3,611
<b>SUB-TOTAL</b>	<b>\$14,767</b>

## Programs delivered by community partners

Services for children and youth	\$241,790
Services for families	\$85,981
Services for adults	\$41,177
Services for seniors	\$63,597
Community engagement and volunteerism	\$168,020
<b>SUB-TOTAL</b>	<b>\$600,565</b>
<b>TOTAL PROGRAM COST</b>	<b>\$900,470</b>





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