



# ANNUAL REPORT

2017 - 2018



Calgary Pregnancy  
**Care Centre**  
Education | Connection | Support

Calgary Pregnancy Care Centre  
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## GUIDING PRINCIPLES

Our mission, as a Christian Charity, is to help people overcome challenging circumstances with education, connection and support.

Our vision is to see a connected community embracing each person's intrinsic dignity and value.

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2017-18

# TABLE OF CONTENT

Welcome to Hope	03
From the Board	04
Highlights	05
Summer Students	07
Living in Color Update	08
Programs & Classes	09
Volunteers	11
Investing in Fathers	12
Strathmore Satellite Centre Update	13
Financial Highlights	15
Thank You	17



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# Welcome to Hope

As I reflect on the past year, I am in awe at what a small and dedicated staff, along with a team of outstanding volunteers can accomplish when overwhelmingly generous donors support them. We have been challenged and stretched but each step of the way our needs were met and our goals achieved.

As we planned where to strategically invest our resources this year, in an uncertain financial and political climate, we chose carefully. Our focus was meeting the growing needs of our clients. "More with less," became our motto. That proved an even more significant challenge when we were denied government funding for our summer student program. Tightening our budget, even more, we reluctantly came to terms with the reality that we would end the year with a deficit, something I am committed to avoiding. However, the response of our donors has been unprecedented. Not only were we able to cover the costs of this summer's students, but we also have funds in place for next year as well. Thank you for making this possible.

Last year I reported that we were hoping to grow our Strathmore satellite location. I am delighted to report that client visits have increased dramatically. We now have the exciting challenge of moving from a 90 square foot office to 1,100 square foot space in the same building. With this increase in size, the opportunities to serve have expanded as well. We have more plans and hope to announce the opening of another satellite centre in the New Year.

We are growing, and we have to be innovative to keep pace with rapid changes in information and needs. To that end, through the generosity of a Rotary grant and some church funding, we were able to update our technology. Our capacity to train volunteers and meet client needs is now greatly expanded.

New programs such as our "Fatherhood Initiative" increase our ability to work with male clients. Our focus continues to be relational, meeting clients where they are and working toward healthier futures. Life change happens in community and when there are proper supports.

Recently I sat with Jesse, who was grieving many losses. I told her that while I could not hope to understand all she had suffered and experienced, she did not have to grieve alone. Through the Centre, she and her small son could have a community of care and support for as long as needed. It is my privilege to be part of that community. Through her tears, she managed a smile. She and I both want a better future for her and for her son. You, our supporters, are part of this community of hope. It is with your continued support that Jesse and others like her can begin to dream of a better future, one where they are not alone.

Jutta Wittmeier  
Executive Director



"Optimism is the faith that leads to achievement.  
Nothing can be done without hope and confidence."

- Helen Keller

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# From the Board

John F. Kennedy once told the American people:

“We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard...”

This feels like the motto of the Calgary Pregnancy Care Centre this last year. We have faced increased and sometimes frustrating opposition from government, educational, and cultural leaders this year. This should not surprise us. The lane we run in deals in matters of life and death, and many do not accept our thoughts on such matters these days. We meet people in moments of great need and difficulty. This is hard work.

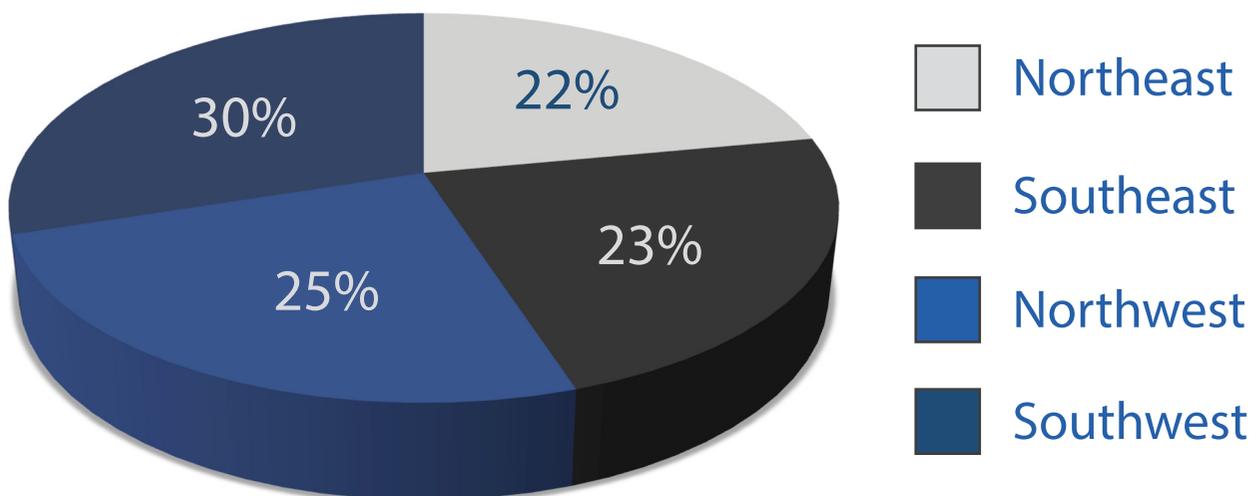
It is also important work. We are motivated to do this work by the stories of the people we help. They come from every walk of life, all socioeconomic levels, and present all kinds of challenging scenarios. And while this is demanding work, the Board of the Pregnancy Care Centre is encouraged by the commitment of our staff and volunteers. Our front line people are all in, and it shows in the exit interviews we see on a regular basis. Our clients’ responses tell the story. We are also so grateful for the support we receive from donors who also are all in. We could not do it without the help of people who are willing to do hard things.

Darrell Young  
CPCC Board President



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## Where do CPCC clients live?



# 2017-2018 Highlights

## Summer



### Summer Students

Each summer the students have individual projects that help prepare the Centre for the coming year. They also fill the gap to make sure our clients are cared for while volunteers and staff numbers are reduced.



### Donor Support

In a recession year, through the ongoing generosity and faithfulness of our donors, we surpassed our budget.



### Rotary Grants

We were awarded a grant from the Rotary Club, Calgary South, to update our technology. We are now able to deliver our programs to a broader audience.

## Fall



### Fall Banquet

Over \$190,000 was raised. These funds are used to continue to offer the programs and services of the CPCC free of charge to all who seek our help.



### Open House

100 people attended our second open house for an opportunity to see first-hand their support in action.



### Professional Counsellor

We had the support of a professional in-house counsellor for 18 hours per week at no cost to us or the clients.

# 2,723 CLIENT VISITS



## Winter



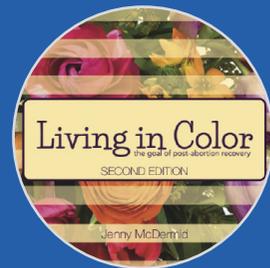
### Client Christmas Party

Thanks to a women's group from First Alliance, our client families were treated to holiday festivities and gifts to help them celebrate the season.



### Shine FM Christmas Miracle

Eight deserving clients were chosen to receive gifts and hampers from this amazing initiative.



### Publication Expansion

Living in Color has been translated into German and Spanish and is now an online resource.

## Spring



### Strathmore Fundraiser

Strathmore Pregnancy Care Centre's annual fundraiser raised 46% more than the previous year.



### A Date for Dignity

Another successful event at the Ranchmen's Club where money and awareness was raised for critical needs.



### Baby Bottle Campaign

Run in partnership with local churches, this campaign brings in significant financial support. This year close to \$130,000 was raised.

# Summer Students

Our summer students are those pursuing a degree in a field related to the work of the Centre. In this position, they are able to develop their workplace skills while making a real difference in the lives of our clients.

Since summertime is when our volunteer numbers are low due to holidays, our summer students work directly with a large number of clients. They also undertake community outreach, develop our local agency-network to ensure access to the best resources for our clients and update our literature and programs to ensure we are providing the most up-to-date information.

Thanks to the support of our donors, this year we raised enough to be able to hire the students we needed without the assistance of government funding.

# 2,448

Summer Student hours invested

"I've been challenged at the Pregnancy Care Centre in more ways than I ever thought I would. Every person that I walk into a counseling room with has a different, challenging story and I never know what to expect ... I've found a community of people which work here who have supported me through my best and worst days and that has been so valuable to me. In all, I won't forget my summer here at the CPCC."

Korae Nottveit  
Summer Student



"During my summer working at the CPCC the part I found most valuable was the supportive learning environment between office employees and volunteers. I enjoyed learning to work in an environment where I was guided by staff members, and also supported and learned from volunteers and their experience. The staff took the time to mentor me on how to best support my clients and also in my personal journey towards becoming a social worker. I am so grateful for the opportunity to work at the Calgary Pregnancy Care Centre this summer and look forward to continuing my involvement with the important work they do."

Alexa Connelly  
Summer Student



# Living in Color

## Living in Color Goes International!

Each month, women reach out to us for support, often within days of an abortion procedure. Women often express to us that they are surprised by the unexpected emotions following an abortion procedure. It is a privilege to offer a safe response for these women and, for those beyond our immediate vicinity, we offer peer-support by phone.

We have been invited to present a Living in Color facilitator training through a Centre Street Church outreach to Cuba. This is an area where a need has been identified for post abortion support. In preparation for this initiative, Centre Street Church has funded the translation of the program into Spanish. Now, *Viviendo en Color* is available for purchase through Amazon. Nolly, our translator, will also be offering this program in Calgary and parts of South America.

Sonya, a former CPCC volunteer and Living in Color facilitator, is now residing in Cape Town, South Africa. Sonya has partnered with Hillsong Cape Town to offer this program both locally and by phone.

After attending a training seminar, a young German woman named Luise offered to translate the program into German. *Neue Hoffnung nach deiner Abtreibung* will soon be available through Amazon, both here and in Europe. Luise has now partnered with Hillsong Germany to launch the program.

We continue to offer facilitator training in both Canada and the USA. By training facilitator for this program we expand the reach of the

Jenny McDermid  
Author  
Living in Color facilitator



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**75%** 

in participants completing  
Living in Color Program  
since 2016-2017 fiscal year



# Programs & Classes



## Baby's First Year

This class is filled with practical advice designed to encourage parents. The class structure provides opportunities to discuss questions about baby's first year. Topics include: physical and emotional development, safety, discipline, infant behaviour, and family adjustments.



# 122 BABIES BORN



## Literacy & Parenting Skills

Facilitated by the Further Education Society of Alberta, this rhyme and story time for young kids encourages parent-child bonding and early learning. Organically, parents find community and connection by connecting with other parents, sharing stories and experiences.



## Prenatal Class

This five-week class helps equip soon-to-be moms and dads for the arrival of their baby. Curriculum includes: nutrition, exercise, stages of pregnancy, as well as labour, delivery, breast and bottle feeding, and newborn care.



## Parent Education

This six-week program for parents of children aged 2 - 12 years old. Program goals are to foster healthy attachments that build strong parent-child relationships. Topics covered include self-esteem, courage, responsibility, cooperation, and communication.

"I have more confidence to take care of a baby now not like before."

- Prenatal Class Participant



### Birth Moms Support Group

Birth Moms is a peer support group for women who have placed, or are considering placing, a child for adoption. While adoption is a loving parenting choice, it often involves grief. This group provides a safe place for birth mothers to walk through the adoption process together.



### Take Charge

The Take Charge team spoke to over 15000 students in Calgary and the surrounding area about healthy relationships and sexual decision-making with students. All workshops correspond to the Alberta Learning Outcomes for Grades 7, 8, 9, and CALM. Teachers especially appreciate the focus on healthy relationships, boundaries, consent, and respect for self and others but contraceptives, STIs, sexting, and other topics are also discussed. Workshops are factual, unbiased, but also fun and engaging.



### Financial Literacy

Developed by Momentum, this five-week course is designed to help participants gain the skills needed to make the most of their financial resources. Topics include: assets, budgeting, banking, credit, and consumerism.

687  
NEW  
CLIENTS



### Life Encouraged & Prepared (LEAP)

This six-week course designed for women tackles issues important for living a successful and authentic life, including: self-esteem, relationships, intimacy, boundaries, and communication.

# Great Contributors

From the dozens of volunteers that serve our clients weekly in Client Services to the individuals assisting with administration to the groups who clean, host Christmas parties and stuff baby bottles, it's clear that the Centre would not be able to serve over 3,000 clients each year without these amazing, dedicated volunteers.

4

volunteers work  
in Administration



58

volunteers work  
in Client Services



15

groups volunteered  
to clean, prepare  
Baby Bottles, plan  
Christmas Parties...

"As a single woman with no children I couldn't envision myself having much to contribute [to CPCC], but that changed when I heard the Centre needed volunteers with experience in the areas of administration and finance--now THAT I could definitely help with! ... What I wasn't expecting was the impact that being at the Centre would have on my life. From the first day, I learned that there is an emphasis on relationship and community. I have come to see the CPCC as not just a place to come and help out at but a place to be with family."

Pam Berry  
Volunteer



"When I first walked through the doors of the CPCC I was overwhelmed with a feeling of love and care for the families that require assistance. Every time I hear a staff member or volunteer answer the phone, the love and compassion comes through in their voices. Each day I volunteer it feels like I am getting a big, warm hug, and sometimes, even volunteers need that. Knowing that I can contribute in some small way to the assistance they provide encourages me in ways I did not know possible. I am thankful for the CPCC and all the wonderful people that work and volunteer here.

Angela Hargreaves  
Volunteer



# Investing in Fathers

267  
male client  
visits

“Why does a 23-year-old guy spend 3 hours each week at the Calgary Pregnancy Care Centre instead of watching perfectly good Thursday night NFL football?”

The Centre serves this community in a way that no other organization does. I am confident that there may be no more terrifying moment than to discover an unplanned pregnancy and have nowhere to turn. But amidst that fear, to be able to turn to the Centre and find unwavering and unconditional support through one of the most formidable and life-changing decisions is critical. I volunteer at the Centre because I felt a deep call to step into these stories and be the support our clients need to navigate the incredibly complex and, often, bleak situations they find themselves in. The Centre opens its arms and its doors to those with nowhere to go, to provide support, in endless ways, and I get to be a small part of that life-changing work.

I serve many roles: as peer counsellor, technology-fixer, support to increase our capacity for male clients, Baby-Bottle-Drive coin counter, manual labourer, and as the guy who brings doughnuts. Some nights I am fixing the projector for our Pre-Natal Class, doing research on male client engagement, or even moving furniture.

94  
new male  
clients

One of my projects has been to develop, and now teach, the Fatherhood Program. This program equips dads for the critical and life-enhancing task of being a father. Oddly enough, neither Kevin (my co-facilitator) nor I are fathers, and while that does have its challenges, it does somewhat reflect the nature of peer counselling at the Centre. Most of the volunteers have never been through an unplanned pregnancy, have never faced some of these really tough situations our clients are going through, but we are still here, offering all the help we can, asking questions when we don't know, and being the moral support our clients often need. So while Kevin and I are not fathers, we both have been fathered. We facilitate the class, ask probing questions and offer insight.

Recently, I had the privilege of teaching this program, one-on-one, to a father who was determined to make a difference in the lives of his children. He had the desire but lacked the skills, and we were honoured to stand in the gap for him.

No matter what I do when I am at the Centre, I have found that not one of the roles I play is inherently more important than the other. We value all life, all ages, all races, all backgrounds, all levels of development and all histories. Here, we sit with clients, listening, offering non-coercive, accurate information on all 3 options that can be taken during pregnancy. We support all clients regardless of their choices, and we continue to support them for as long as they need us.”

Benjamin Gee  
Volunteer



# Strathmore Pregnancy Care Centre

This year has been marked by an increase in clients, volunteers, agency partnerships, donor support and even square footage! Reflecting on the past and what is yet to come, we are both grateful and excited!

## Clients

It's taken time, and a lot of hard work but our client numbers have increased dramatically. Just moving to a larger office has helped us see an 80% increase in client numbers. Imagine what will happen with a 1200% increase in space! We are becoming a known and respected community resource in Strathmore, and we are bursting at the seams.

2014 

2018 

For every 1 client seen in 2014, we've seen 8 in 2018.

## Church & Donor Support

We are incredibly thankful for our donors and churches. We were overwhelmed by their participation and generosity with the Baby Bottle Campaign. With the opportunity to speak at our partnering churches, there has been an increased awareness of our services and a corresponding interest in volunteering.

Local churches also rallied behind us putting together Christmas Hampers for our clients. Because of their generosity, we were able to give hampers to families most in need. Undoubtedly, this tangible support provided the encouragement and hope we strive to deliver in the community.

46%

in donations at  
annual fundraiser



## Annual Fundraiser

Our Welcome to Hope fundraiser was a success. Brave clients told their personal stories; we celebrated milestones from the past 4 years and shared our vision of expansion for the future. Attendees connected with this vision, giving abundantly more than we raised last year. We are truly thankful for the generous hearts of this community.

## Volunteers

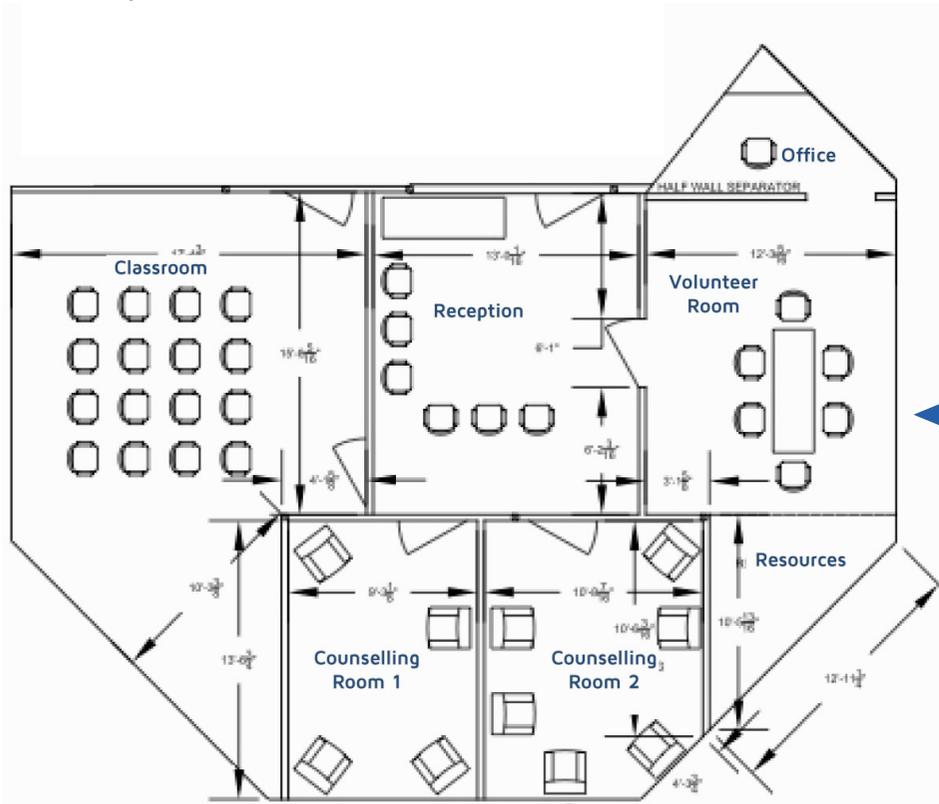
Along with the increased number of volunteers, we are seeing a more diversified skill set represented as well. This brings even more value to our clients; for example, we will now be able to provide prenatal classes.

## Partner Agencies

Community engagement is one of the ways we surround our clients with support. One of our partners is the Postpartum Support group, which is made up of seven agencies. We were able to be even more involved this year by helping with the planning and organizing of the Spring Conference. We were pleased with the attendance at this event and are thankful that this opportunity exists for our clients.

# SPCC Expansion

We are excited to announce that we are moving from our 90 square foot office into an 1100 square foot space this September.



**NEW** Office Space  
1100 square feet

**1220%** ↑  
in space means we can:

- Support more clients
- Provide more programs
- Schedule multiple appointments per hour
- Offer in-house classes
- Host community meetings and events
- Expand partnerships with other agencies

Current Office Space  
90 square feet



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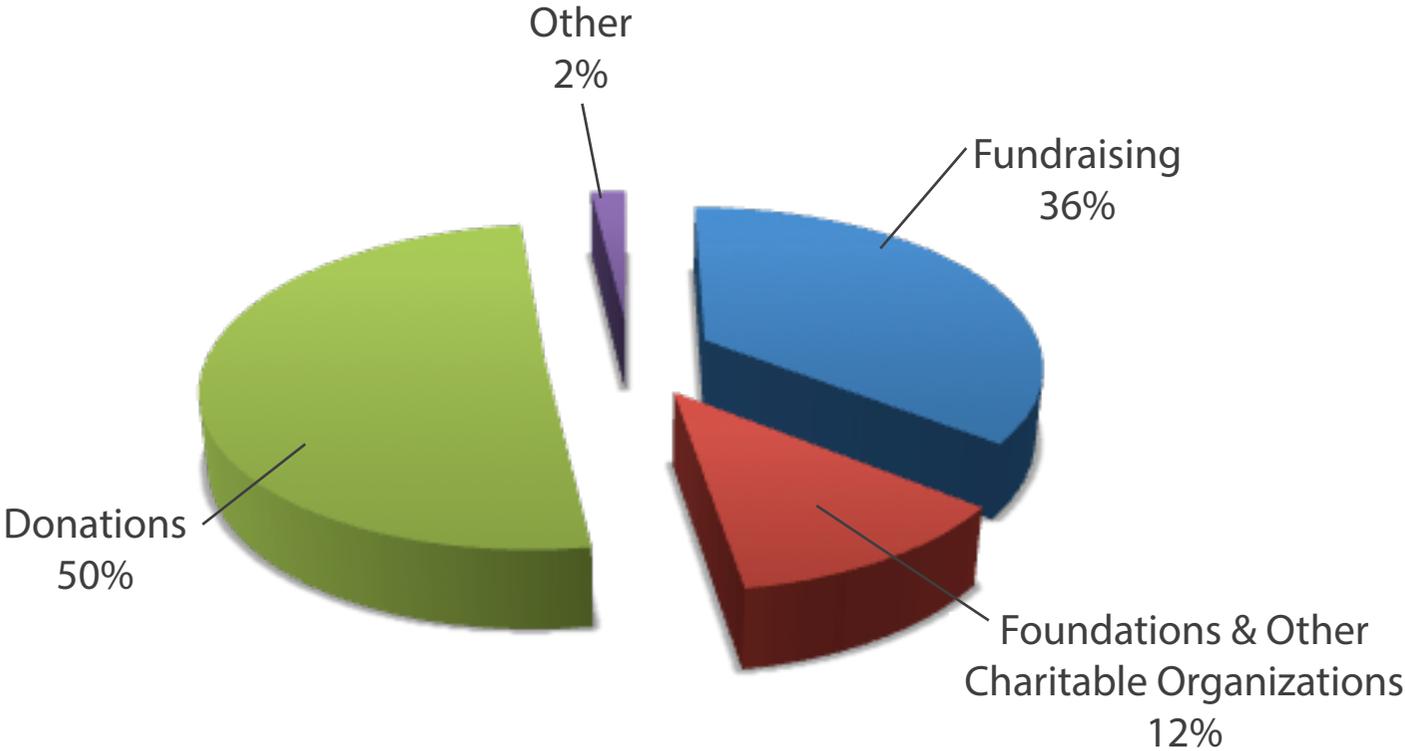
# Financial Highlights

## SUMMARY

Funding increased by 1% over 2017 and we reduced our spending by 1% resulting in a small surplus for the year.

## REVENUE

The increase in funding came from an increase from Fundraising activities offset partially by a decrease in Donations and Other. The decrease in Other was due to the Federal and Provincial governments choosing not to fund our Summer Student program. Our donors have responded generously to our request to support the Summer Student program; funds received are sufficient to maintain the program for July and August of 2018 and all of next summer.



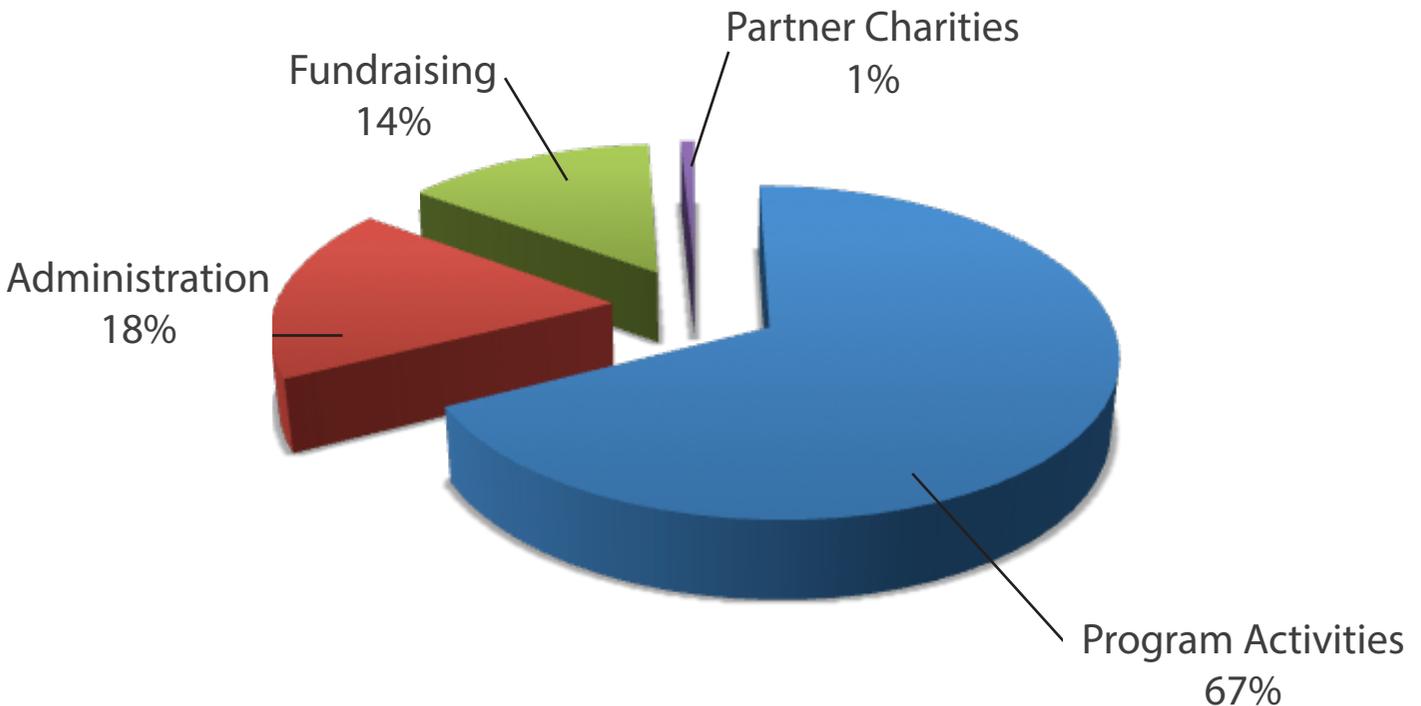
# 93%

of clients surveyed would “highly recommend” the Centre to a friend

\*Based on feedback from 157 clients

## EXPENDITURES

We have adopted a philosophy of minimizing our spending on administration and fundraising in order to maximize our program activities for clients. We reduced fundraising and administration expenditures by \$30K and allocated \$15K to programs. Fundraising includes the cost of hosting the Fall Banquet, A Date for Dignity, the Baby Bottle Campaign and Strathmore Fundraiser. Funds to host these events are 50% of the category with the staff involved with fundraising activities accounting for the majority other remaining fundraising costs.



For a copy of our audited financial statements and auditors report, please see our website at [www.pregcare.com/flipbook/financial-statement/2017-financial-statements.html](http://www.pregcare.com/flipbook/financial-statement/2017-financial-statements.html)

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# Thank You

## DONORS

Our staff, volunteers and Board of Directors express our heartfelt thanks to each of you that made donations to CPCC this year. It's because of you we have made this progress.

## VOLUNTEERS & PRACTICUM STUDENTS

Thank you to all our volunteers and practicum students for generously investing THOUSANDS of hours of service to help advance our mission and vision.

## BOARD OF DIRECTORS

Thank you for your wisdom and direction.

Darrell Young, President  
Ron Gray, Vice-President  
Gordon Gee, Treasurer  
Ryan Healey, Secretary  
Candace Beyer  
Han Friesen  
Andrea Manning-Koon  
Christine Molohon

## BOARDWALK RENTAL COMMUNITIES

Thank you for contributing to our mission by allowing us to rent our downtown office at a significantly reduced cost.

## CHURCH PARTNERS

Thank you for your continued support of our programs and Baby Bottle Campaign.

## COMMUNITY PARTNERS

Thank you to the 25 community partners we work with. Because of you and the services you provide, we are able to refer our clients to agencies that support and equip vulnerable families.

## CORRINE HAMILTON PHOTOGRAPHY

Photos in this Annual Report were taken by Corinne Hamilton Photography, and feature real clients of the Centre. Thank you, Corinne Hamilton Photography for the generous gift of photograph memories for our clients to treasure.



# Did you Know?

Through our clothing room, classes, and agency referrals, we equip struggling families.

Our Client Services team advocates for domestic violence victims in the court system; attends births as a support person for mothers with no family or network nearby to help; works tirelessly with dozens of other agencies to ensure the best outcomes are realized for parents and children.



We believe that families make up communities, and when families are supported and healthy so is the community.

Thank you for helping us be a caring part of the community since 1985.



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