

CALGARY PREGNANCY  
CARE CENTRE

2016 - 2017

# ANNUAL REPORT





# Annual Report 2016 - 2017

## Writing Life

In planning our strategic direction for this year, we sought the broad input of our board members, staff, and friends of the Centre. With the challenging economy in mind, we chose to steward our resources both wisely and conservatively. Narrowing our efforts on what we do well, we focused on serving clients with excellence, improving our current programs, and expanding our existing partnerships. Aware that this would be a challenging year for many of our supporters, we knew that our goal of ending the year without a deficit would be a significant challenge.

Today, I am writing with gratitude. I have been overwhelmed by the faithful and generous support of our donors and partners who have come alongside to help care for the vulnerable families we serve. While our staff and volunteers dug deep to provide key services, our financial supporters dug even deeper, allowing us to end this year with no deficit. Above and beyond this critical goal, we are thrilled to announce that we are celebrating significant and surprising growth.

Client numbers continue to climb in all areas, classes are packed, and we find ourselves both stretched and happily exhausted. Volunteer hours have also increased, for which we are grateful. Without our caring team, we would never be able to meet the needs of such a growing demand.

I am thrilled to announce that our post-abortion grief recovery program, Living in Color, is growing well beyond my own ambitious dreams. We are currently in the process of translating the program's materials into both Spanish and German, expanding our

reach across borders. Our material will soon be available online and in Kindle format, making it much more affordable and accessible to those in need. Facilitator-training sessions will be held this year in Canada, South Africa and Cuba, fully supported and paid for by partnering agencies. Through all these exciting initiatives we will no doubt see the benefit and reach of the Centre impacting lives nationally and internationally over the coming years.

Here at home, our Strathmore satellite location is outgrowing its space and capacity - an excellent challenge to have. This year we held our first fundraiser in Strathmore and we anticipate that the satellite will soon become self-sustaining. This added financial stability would allow us to establish new Satellites in areas that are currently underserved.

Though our skills and resources have been significantly stretched this year as staff and volunteers work at maximum capacity, we continue to see the needs of those in our community being met with love and compassion. Lives are being changed.

There is so much more to do. Each year we pick a theme for our banquet. This year we chose "Writing Life" to illustrate that everyone has a story to tell, with different chapters - and the occasional plot twist. I continue to anticipate the story that is yet to be written for the Calgary Pregnancy Care Centre, but we cannot write it alone. Will you join us?

Jutta Wittmeier,  
Executive Director *Jutta Wittmeier*



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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.

### Growth this year . . .

**↑ 14 %**  
more client visits

**↑ 361 %**  
more clients received post abortion support

**↑ 152 %**  
increase in Prenatal class participants

# 2016 - 2017 Highlights



## Summer 2016



### Baby Bottle Campaign

Our annual Baby Bottle Campaign, which runs from Mother's Day to Father's Day, raised almost \$100,000.00 this year. In a downturn economy, this is no small feat! Thank you to the seventy-six churches and other organizations that participated. We couldn't do this work without you, and we are grateful that you choose to partner with us.

### Summer Students

Each year we employ four students for the summer months, made possible in part, by federal and provincial student grants. These students are a tremendous help to us, allowing us to get caught up after our busy season of fundraisers and classes and prepare for the coming year. We are also thankful for the opportunity to equip and prepare these future leaders with new knowledge and skills acquired through this program.

### Rotary Grants

This year we applied for and were awarded two grants from two different Rotary Clubs in Calgary (South and West). With the grant money, we were able to replace our outdated phone system, which has allowed us to function and communicate much better in and out of the office. We also were able to replace our worn out office chairs, with help from RGO Products, to make our classrooms more comfortable and attractive for our clients.

## Fall 2016

### Fall Banquet 2016



Our largest fundraising event of the year is the annual Fall Banquet. While this exciting event provides both food and fellowship, the highlight of the evening is hearing our client's personal stories of courage, hope, and change. These stories inspire us to want to do even more. This year's banquet was filled to capacity and with two generous matching donations, we exceeded our fundraising goal for the evening. This was even more important considering Calgary's challenging economic climate.

### Baby Box partners with CPCC

We are excited to have partnered with Baby Boxes (babyboxco.com) to distribute critical resources to parents expecting a new baby. The Baby Box is lined with a mattress and can be used as the child's first bed. Qualifying parents must enrol in an online "university," pass an exam and bring in the certificate to receive this gift. Everyone wins! Our new parents are safety-educated, have a free bed for baby, and are provided the opportunity to learn about the Centre and the services we offer. In the first six months of our partnership, we have already given away 311 boxes.

## Winter 2016/17

### Open House

We were delighted with the response to our first-ever open house. Held during the busy time between Christmas and New Years, a number of people made their way down to the Centre to have a tour and celebrate with us. Thank you to those that took the time to come and visit. We hope to host even more visitors this year to continue to grow awareness of the Centre and its programs.

### Client Christmas Party

A woman's group from First Alliance Church took on the task of hosting a Client Christmas party here at the Centre. We are grateful for their hard work and generosity. Almost 100 clients and their families attended and enjoyed a time of celebration. Thank you to everyone who supplied the photos, snacks, gifts, and crafts. Judging by the smiles on everyone's faces, it was a huge success!

### Shine FM Christmas Miracle

This year, we were selected to choose recipients of the Shine FM Christmas Miracles campaign. Eight of our clients were chosen to be beneficiaries of donations to this campaign, and we were able to pick those with the greatest needs. Notably, the contributions were specific to their needs, both practical and financial. Thanks to Shine and its supporters, these families had a very exciting Christmas.

## Spring 2017

### Youth Philanthropist Initiative

YPI is a contest where young people compete for funds to donate to a charity of their choice. They are required to learn about their chosen charity and put together a presentation outlining what the organization does and how the money would be used. A team from Samuel W. Shaw middle school chose to represent the Centre and won second prize detailing how funds would be used to renovate and organize the baby clothing room. The second prize win came with a \$1000 cheque. We will use that money well!

### Strathmore Fundraiser

The Strathmore Centre hosted its first ever fundraiser since opening over two years ago. More than 50 guests attended this evening event where they heard stories of hope and healing from Strathmore volunteers, clients and staff. We are working toward more fundraising events to be held in Strathmore with the ultimate goal of making this satellite location self-sustaining.



### 3rd annual A Date For Dignity Gala

We were thrilled to host our third annual "Date for Dignity Gala" partnering with Emma House and Transformation Textiles. This year was the first time we completely sold out the event. If you would like to attend next year, remember to get your tickets early. This fun evening allows us to connect with a different group of donors to raise significant financial donations and a higher level of awareness.





# Peer Support

## A letter from a client to her peer support counsellor

Dear Nana

Thank you for the heart-felt care package. It was very emotionally uplifting for me. I felt very proud of myself ... your gift made me feel that indeed I have achieved something remarkable.

I must say that I cannot take all the credit. I owe a lot to the CPCC and you for everything. From listening to me patiently and intently for hours, giving me a hug when I needed it, and all the support I got in my darkest hours. I will never forget. I will always recommend anyone I know to seek your services; you all truly care.

My worries are not over, and new worries take the place of resolved issues. My hubby just started school this week, and he got laid off from his job. He is looking for a weekend job since his school is Monday to Friday. I still have a few orientation shifts and some education classes to go through until the third week of May before I can start picking up shifts. I still have to write my nursing license exam and am planning to appear for it after my husband's school is over - let's see when I can schedule my exam date. Despite finishing school, I still feel I am so much on the go and no rest still. I cannot imagine getting this far without the support and wonderful classes that I have been attending... they are so informative and very practical, and sometimes it's just nice to know that you're not alone in the struggle.

I wish I had more words of gratitude and I hope I can keep this lasting friendship and relationship with CPCC and you.

Thank you,

Amber\*

**542 women came in for support and a pregnancy test**

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

Facing an unplanned pregnancy can be confusing and overwhelming – even with a strong network of support. It's even harder alone. Trained peer support volunteers and staff spend time with clients to discuss all options: adoption, parenting, and abortion.

Like Amber, clients have access to community resources, relevant classes, and the clothing room where they can access maternity and baby clothes on a monthly basis.

Our peer counsellors take the time to meet with each client, or sometimes-entire families, to better understand their story. We aim to provide an environment of understanding and support, where clients can feel comfortable returning to at any point in their journey.

**3,129 peer counselling client visits**

***“My clients are amazing! They have so many challenges in their lives but they work hard to make changes for themselves and their children.”***

**766 new clients - 657 women and 109 men**



## A Peer Counsellor's perspective:

I love being a peer counsellor at CPCC. It is a privilege to walk alongside clients from different backgrounds making difficult decisions regarding their unplanned pregnancies.

My clients are amazing! They have so many challenges in their lives but they work hard to make changes for themselves and their children.

One client who stands out is Betty\*. She came to the Centre after discovering she was pregnant at 40, single, newly unemployed, and needing to find a new home. She has 2 children, ages 11 and 6 and truly doesn't know what to do with this pregnancy. To me, she is a true 'options' client because she is taking the time to weigh out the options of whether to terminate or continue her pregnancy. She was so very thankful to find out that she is not alone, regardless of the decision she makes. In addition to counselling, she has also been helped with accessing housing, the food bank and is planning on joining classes offered at CPCC.

**963 client visits to our clothing room**

Our clients face incredible challenges and it has been a blessing to see them grow and bloom and smile because of the safety, help and unconditional acceptance they find at CPCC.

Karla Harapiak  
-Volunteer Peer Counsellor



## Prenatal Classes

I see prenatal classes as an important component in supporting our pregnant clients - as one more way to educate and empower women. Each class becomes a safe community set up to help bring their baby into the world.

It brings an understanding of their body, increasing their confidence to navigate a complex health care system. It sets a precedent for self-care and prepares them to face the challenges of labour, delivery, and beyond. It gives them the understanding that good parenting begins long before the baby is born.

**154 clients attended  
Prenatal classes**

Many of our clients represent the growing immigrant community in Calgary. Some of these women are hearing for the first time that they are strong, resilient, smart, and have choices in both the delivery and parenting processes. Seeing their smiles and hearing their thoughtful questions brings me such joy! Watching friendships form across cultural barriers is beautiful.

Here is a note I received from a client this year: "My daughter was born on the 7th of April, 9 lbs. 10oz. She is very healthy, and I had a natural birth. I appreciate all the help you gave me. I was well prepared and tolerated labour at home until 6-7cm. Thank you, and God bless you for what you do!"

I especially love to see a client's partner or family come to classes and watch them begin to engage in the process of bringing a child into the world. Shared knowledge is powerful! Having a chance to teach a client's partner and family to support them can have far-reaching benefits for the whole family. It takes a village to bring a healthy child into the world, and as a prenatal instructor, I am honoured to be a part of creating that village.

**Catherine Taubensee**  
- Volunteer Prenatal Class Instructor

## LEAP - Life Encouraged and Prepared

As volunteer facilitators of the LEAP class, we often see clients in difficult circumstances or life transitions where their needs require multiple streams of support. LEAP offers clients an opportunity for growth and self-discovery. It gives them a chance to build personal capacity by learning about themselves, their history, gaining insight and new perspectives.

My experience facilitating the program has brought joy and excitement in watching clients discover their unique traits, and these discoveries build self-empowerment. My role is to create a supportive environment and build rapport so that clients can fully engage with our material. I have watched them lean into the subject matter, allowing them to progress to the next stage of their lives. It is in these conversations that I witness the "ah ha" moments; eyes light up, new thoughts and connections are made.

One of our LEAP sessions focuses on healthy boundaries. The metaphor of a castle illustrates the concept. The castle's job is to protect what is most valuable and sacred within its walls, and they decide what is worth protecting. One client shared:

***"I never thought of myself, or what I care about, as valuable. Exercising boundaries is a way of protecting what I care about."***

**Julie Greb**  
- Volunteer LEAP Facilitator

Helping to facilitate the LEAP program gives me an opportunity to see women grow, change, and learn new skills. They are like sponges, absorbing as much information as they can. It is especially rewarding to witness the women bonding in class, sharing their struggles and encouraging one another. One client who stood out was Fern\*. Although there was an initial concern if she would benefit from LEAP, she showed up early for every session. She remained completely engaged in the discussions and shared how she had incorporated her newly learned skills each week.

**Karla Harapiak**  
- Volunteer LEAP Facilitator



# Resources and Classes



## Fatherhood Classes

This class explores the unique role of fathers, encouraging dads to build trust with their children by learning ways to communicate and support their child's emotions, familiarizing themselves with baby care and child development, and exploring ways to set healthy limits with their child.

*"Being a new immigrant, it's quite a challenge bringing up kids in perspective of Canadian culture and its system. . . I had a lot of doubts and queries, and he was patient enough to clear all my doubts and helped me enjoy Fatherhood."* - Fatherhood Client



## Parent Education Program

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

*"I had a good time coming to learn these skills in all the classes . . . The teacher was very good and I learned many things from her."* - Parent Education Program Client



## Baby's First Year

A class filled with practical advice, encouragement, and an opportunity to discuss questions and concerns regarding baby's first year. The class covers family adjustments, infant behaviour, physical development, safety, and discipline. New parents who complete this class feel more confident in their parenting and have newfound support community.

*"I loved the class very much. . . it gave me courage and confidence to be a stay-at-home mom."* -Baby's First Year Client



## Take Charge

Helping teens navigate pressing questions regarding sex, relationships, and dating through education, dialogue, and asking the right questions. Teens will be better prepared to discern between healthy and unhealthy perspectives and behaviours. Emphasizing respect, personal worth and value, the right to refuse and abstain is presented as a way of respecting self and others.

This year, Take Charge spoke in 79 schools and gave 658 presentations; providing 16,636 students the opportunity to learn about healthy relationships and sexual decision-making.

*"I appreciate the genuine and unique services of Calgary Pregnancy Care Centre in supporting us in every possible means."*



## Parent Child Mother Goose and Literacy and Parenting Skills (LAPS)

This rhyme and story time for young children encourages bonding between parent and child through playtime and reading. Time spent together fosters discussions on parenting and opportunities to share experiences. This program is sponsored and delivered by the Further Education Society of Alberta.

*"My baby enjoys the time and it gives me a good social life as well as an opportunity to learn with my son."* - LAPS Client



## Baby Boxes

A global initiative to equip parents with the vital education and resources needed to give babies a safe, healthy and equitable start in life.

As a Baby Box distributor, we are happy to be a partner in the effort to educate parents on safe sleep practices and other pregnancy and parenting related concerns.



## Financial Literacy

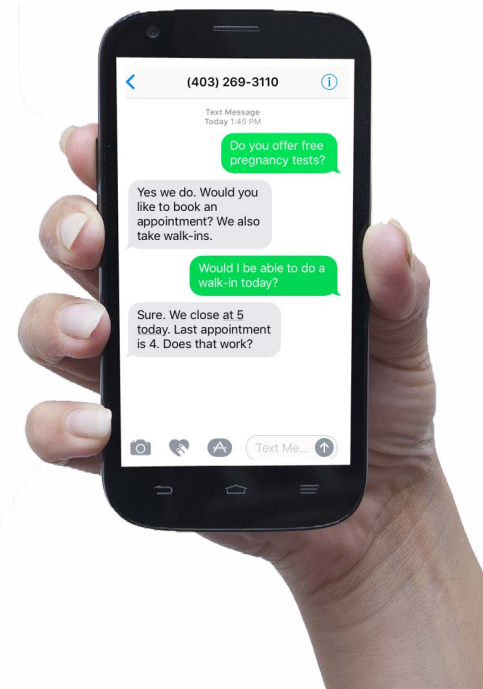
Making Your Money Make Sense – in partnership with Momentum A practical, values-based approach to managing money, this course provides practical tools based on individual values regarding money. Making wise spending decisions helps manage debt.

*"We understand better where we (me & my spouse) stand financially, how our thought process towards money & what we have in our minds about future goals."* - Financial Literacy Client

## 24 hour peer counselling - Help Line and Texting

Our helpline is answered 24 hours a day by a trained peer-counsellor to provide information and support, make appointments, or provide referrals to other agencies. In the last year, our volunteers answered the phones day, night and on weekends totalling 6,615 hours!

If individuals feel more comfortable asking questions via text, our texting line is also open as a quick and confidential way of asking questions, having someone to talk to or to book an appointment. In the past year, texting allowed us to talk to 185 clients.



# Grief Support Programs

Walking through the decision-making process and beyond with the clients who enter our doors, we recognize that with some of these decisions comes some aspect of grief. We deliver support programs for both birth moms and post-abortion clients. By connecting women with those who have been through similar journeys, they are provided safe space and permission to grieve. By processing their emotions, we see clients find hope and joy again.

## Living in Color - Post abortion

My name is Nolly Mercado, and I am originally from Colombia. I immigrated to Canada in 2001, with a family of five. Sixteen years later we are now 14; my three children married Canadians, and they all together have given me six grand kids.

My story with CPCC started in 2009 when reading an article in a magazine about "symptoms of women after abortion." The article clicked with me. I felt it was the answer to my prayers to God asking Him why have I suffered 30 years under depression and anxiety. I felt that inside me I was in mourning without identifying its source. Scared to talk about my secret with someone made me hesitate at the door, "Would they believe me?" But to my surprise, one of the sweetest women I have ever talked to received me with warm heart and compassion and my healing journey started.

I had personal counselling, and I also joined the Living In Color Program. It is in this group setting that we feel safe enough to grieve and share openly with other women. We share our trauma and pain, knowing that

we have a wonderful heavenly Father ready to forgive and restore us.

God put in my heart last year to translate Living In Color, Post Abortion Recovery program into my native language to bless women in Spanish Speaking countries. I am working on it, and I have been doubly blessed with the invitation to come with a team of ministers from Centre Street Church to Cuba, to help CPCC with the training to deliver the Living In Color Program in that country.

Nolly

- Living in Color Participant and Translator/Facilitator

**166 clients received post abortion support**



*We saw a significant increase (361%) in the number of clients receiving post abortion support this year.*

**5 women participated in our Birth Moms support group**

## Birth Moms support group

When a birth mother places her child for adoption, there is a loss that must be grieved. The Birth Moms Support group was created out of a need for peer support and is a safe place for sharing, grieving, and healing. Leanne came to the Centre looking for support after placing her child for adoption.

"After placing my child for adoption, I hit a point in my life where I could not deal with the decision I had made. I came to the Centre looking for support, and the Calgary Pregnancy Care Centre is the only place where I've felt completely at home.

I come to the Centre for regular peer-counselling sessions, and attend the monthly Birth Moms Support Group. I like coming to a place that's supportive. At Birth Moms, I know that I can have a bad day, and it doesn't matter, because we are all going through the same thing. My decision to place for adoption was hard, but my child is going to grow up happy and healthy, and he's going to make a difference in the world."

Leanne\*

-Birth Moms participant

# Volunteers

Volunteers at the CPCC play a crucial role in supporting the activities of the Centre; without them, we could not accomplish as much as we do. We are so thankful for ALL of you who give of your time and energy to go above and beyond for our clients. You make a difference. We hope you know that your presence is important, and your hard work is appreciated.

Eight years ago, in reflecting on my life, I realized I was not giving back as much as I wanted to. In considering my interests and what societal issues concerned me, I knew I would like to volunteer with an organization that worked with women, especially those who were vulnerable and pregnant.

***“I have learned compassion for, and understanding of, others and their circumstances that are so different from mine.”***

After conversations with friends, I phoned the CPCC and arranged to meet with the Client Services Director. This meeting solidified my decision to volunteer with this organization, and I became part of the peer counselling volunteer team on Thursday evenings.

I have found this work to be challenging and rewarding. Although there are days spent in training, I learn so much more sitting around the conference table debriefing and listening to others share their stories and experiences. I have learned compassion for, and understanding of, others and their circumstances that are so different from mine.

Over the past few years, my family dynamics have changed, and I find that I have the time to follow another of my passions—childbirth and labour support.

Even more exciting for me is that I can combine this work with my support of the women at the CPCC. To be able to be with a woman through this life changing, personal, and intimate time is an honour.

To be able to offer support to women going through this alone or the first time or in a new country is even more rewarding and a privilege.

To spend time with women, and their partners or support team, and hear of their struggles and successes can be both heartbreaking and inspiring. Sometimes their situations are a result of their choices or through circumstances beyond their control. Even political decisions impact how we as a community support the vulnerable; what we choose to value as a society is very much reflected in the lives of the clients at the CPCC. I am grateful to the staff at the CPCC for offering the opportunity to be part of their work.

Lynn Shalley  
- Volunteer

***“To spend time with women, and their partners or support team, and hear of their struggles and successes can be both heartbreaking and inspiring.”***



***12,118 hours of volunteer time was given to help run the Centre: Peer Counselling, teaching classes, administration, Clothing Room, Help Line and much more!***





# Behind the Scenes - Financial Report and Message from the Board President

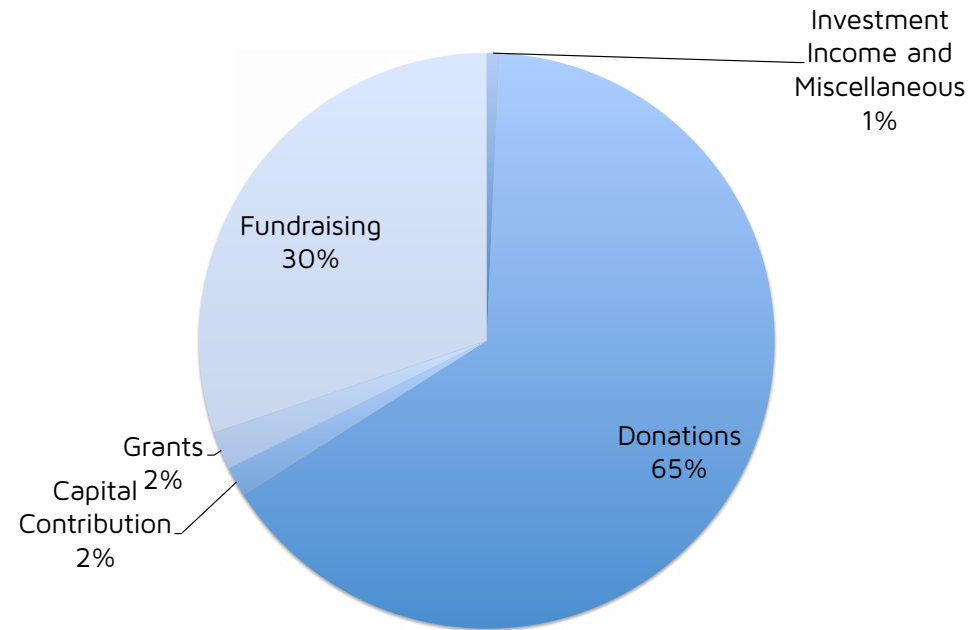
One of the key areas the board is currently focusing on is how the work of the CPCC can be carefully and responsibly maximized. We want our work to grow, and we want to influence others as needs around the region continue to increase. Some of this can be done by simply expanding our current initiatives, as was done in Strathmore. In other cases we must work in collaboration with other organizations. These organizations should be similar enough to ensure that our purposes are aligned, yet different enough to ensure that we can work together in a complimentary way.

In the current economic reality, the board is often considering how our work can continue to be funded in a sustainable way. This requires a mixture of faith, creativity, and looking for opportunities to tell the story of what we do. All of this is hard work, but it is worthwhile work. At the same time, we are very thankful for the efforts of our volunteers and the generosity of our donors. We could not begin to carry out this service without both. In addition, the leadership of the CPCC is thankful and proud of our staff team. They work with passion, excellence, and commitment to our cause.

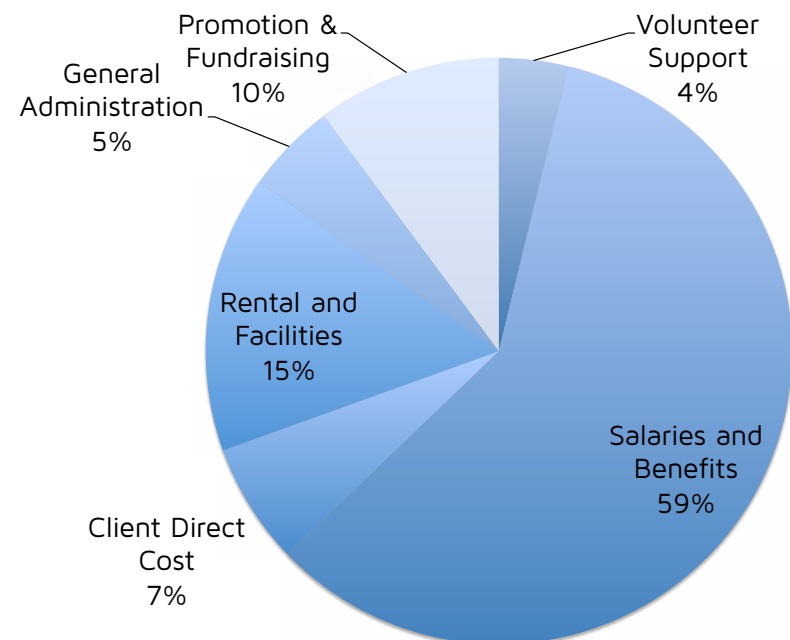
Darrell Young,  
Board President




## Revenue



## Expenses



ASSETS	2017	2016
<b>CURRENT</b>		
Cash and cash equivalent	\$ 115,438	\$ 34,652
Inventory	10,582	-
GST recoverable	6,931	5,704
Prepaid expenses and deposits	<u>41,500</u>	<u>37,856</u>
	<u>174,451</u>	<u>78,212</u>
INVESTMENTS	473,784	505,050
CAPITAL ASSETS	<u>48,580</u>	<u>50,455</u>
	<b>\$ 696,815</b>	<b>\$ 633,717</b>

LIABILITIES	2017	2016
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 48,710	\$ 15,622
Payroll deductions	16,377	15,586
Deferred contributions restricted	<u>71,161</u>	<u>70,245</u>
	<u>136,248</u>	<u>101,453</u>
Deferred contributions unrestricted	<u>51,126</u>	<u>72,447</u>
TOTAL	187,374	173,900

NET ASSETS	2017	2016
Invested in equipment	48,580	50,455
Unrestricted	<u>460,861</u>	<u>409,362</u>
	<u>509,441</u>	<u>459,817</u>
	<b>\$ 696,815</b>	<b>\$ 633,717</b>

### BEYOND THE NUMBERS . . .

It is inevitable that this report would have numbers, but numbers make up only a small portion of the story. For our audited financial statements, visit [www.pregcare.com](http://www.pregcare.com).



# Thank You

Thank you to all of our donors. Our staff, volunteers and Board of Directors express our heartfelt thanks to all those who have made donations to the CPCC. Without you, we could not have made the strides we did this year.

Thank you to all our **volunteers and practicum students** who generously provided **12,118 hours of service** to help us advance our vision and mission.

Thank you to our Board of Directors for your wisdom and dedication:

Darrell Young – President  
Doug Schmidt – Vice-President  
Gordon Gee – Treasurer  
Ryan Healey – Secretary  
Han Friesen  
Candace Beyer  
Andrea Manning-Kroon  
Christine Molohon  
Ron Gray

Thank you to **Boardwalk Rental Communities** who contribute to our mission by allowing us to rent our downtown office at a significantly reduced cost.

Thank you to **Wade Garrioch of Crystal Ridge Homes** and **Rob Desjardins of Aztec Real Estate** who allow us to rent our Strathmore location free of charge.

Thank you to our community partners, including **Emma House, North East Family Connections, Baby Box and NeighbourLink**. We are looking forward to what the next year will bring.

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

Photos in this annual report are taken by Corinne Hamilton Photograph and feature real clients of the Centre. Thank you to **Corinne Hamilton Photography** for the generous gift of photograph memories for our clients to treasure.

Finally, we could not do this without your commitment and ongoing support. Thank you for helping change the lives of individuals affected by unplanned pregnancy.

\*Names of clients have been changed



Calgary Pregnancy  
**Care Centre**

Education | Connection | Support

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