



This is your place . . .



annual report 2021



MISSION

To provide safe supportive spaces and positive mentoring relationships where young people experience new opportunities and develop confidence and skills for life.



VISION

All young people discover and achieve their full potential.

Message from our Executive Director

2021 proved to be another challenging year with the perpetually fluid service delivery landscape resulting from COVID's ongoing impact. That said, 2021 also proved to be a very productive and successful year for Youth HQ. Staff and volunteers rose to the challenge ensuring our children, youth, and families continued to receive the supportive programming offered by the agency, while faithful donors provided the means to allow the work to continue. This dedication allowed us to grow and develop in almost every facet of the work we do. The agency launched a strategic planning process, positioning us well to move forward in our mission. Our Board of Directors embarked on a journey to examine and restructure our governance model, creating optimal effectiveness and efficiency while focusing on needs identified by our members and the greater community. Our staff Leadership Team restructured and welcomed some new talented members, positioning us well to move forward confidently and successfully. Finally, we took advantage of the time where most staff were working from home to give the building a much-needed facelift, creating a warm, welcoming, and professional work environment in which staff can continue to thrive.



Once again, I am exceedingly proud to be part of such an amazing staff team and an amazing agency!

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Lewis". The signature is fluid and cursive, written over a white background.

Rob Lewis
Executive Director
Youth HQ

**YOUTH
HQ**

2021 BOARD

Alana Peters
Danielle Towne
Breanne Zilkowsky
Megan Helmer

Sadia Khan, **Chair**
Doug Evans, **Vice Chair**
Christopher Deeth, **Treasurer**
Heidy Panameno
Randy Nicholls

Dee Peterson
Caleb Henry
Angela Gray
Jody Wiancko



LEADERSHIP TEAM

Rob Lewis
Executive Director

Terri Blanchard
Program Manager
Big Brothers Big Sisters

John Johnston
Community Engagement Manager

Les Waite
Program Manager
BGC & Camp Alexo

Mae Prymych
Finance & Admin Manager

Rose Hatfield
Program Manager
49th Street Youth Shelter

QUICK STATS

444
VOLUNTEERS

1,550
HOURS



1,579
YOUTH SERVED

13
COMMUNITIES

59
NEW VOLUNTEERS
APPLIED TO JOIN
YOUTH HQ

Despite shifting to virtual programming from November 2020 to June 2021, Raise the Grade adapted and saw many participants who were eager to learn!



"I have always had a bit of difficulty making friends, but here it was so easy, because we were all here for the same reason, to raise the grade. I honestly loved this program, and I want to do it next year if it's available."
- Youth Participant

WHY I VOLUNTEER

I am very passionate about my community and the not-for-profits like Youth HQ who help sculpt our youth into amazing individuals. Being a mentor, you understand firsthand the benefits [of volunteering] to yourself and the people closest to you in your community. Getting your business involved allows a much larger opportunity to make a difference.

Assisting in these organizations is important because at the end of the day, we are all in this together. Our local community organizations support the development and growth of our citizens and community which benefits business, so it is important that we support them in return.

From an employer standpoint, people like to work for or with companies that give back. It attracts the right team to your business, and the people that have aligned morals for the greater good of our community. It can also enhance engagement in the workplace, refine skill sets, and much more, all while giving back to the community.

Our lives depend on relationships, and owning a business is no different. When an entire community supports one another, everyone succeeds. This mutual benefit gives you a sense of belonging and a purpose to what we all do. If you are not working with a community organization near you, get out there and do it! It can change your life!

- Carl Sauve





Red Deer &
District Club

2021 SNAPSHOT

565 Children and Youth Served
1,148 User Spots Utilized
126 Program Volunteers
13 Communities Served

Throughout 2021, our BGC team ran many successful programs for the youth in our community. Our Mind Matters program worked to break down stigmas and help youth better understand their mental health. Qmunity became a thriving safe space that respects diversity and fosters a sense of belonging. In partnership with Red Deer County, we ran pop up programs in communities such as Poplar Ridge and had more youth register than we were expecting. We are very excited to see how our programs will continue to grow in the coming years!

"As soon as [our son] started snowboarding and reconnecting with you and some of his friends, it was a night and day difference in his mood, attitude, schoolwork, and health."
- Parents of a club participant (Ski & Snowboard Club)





2021 SNAPSHOT

118 Volunteers

113 Mentees

50 Site-Based Mentors

66 Community-Based Mentors

2021 was a positive and inspiring year for Big Brothers Big Sisters. Despite the uncertainty of the world, our staff and volunteers were patient and resilient, implementing unique ways of continuing to support the children and youth in our community. Adopting innovative virtual platforms like “Flip Grid” helped to ensure that 26 Teen Mentors could continue to build and maintain relationships with their young mentees in a safe and supervised on-line environment. Other virtual platforms were also utilized by some of our matches to ensure regular connection could continue. As the year winded down, some of our matches were finally able to meet in-person again and, for some who started as virtual matches, for the first time ever!

“Trust is not easy for me, but (my mentor) makes it easy because I can easily relate to her.”

- Mentee



2021 SNAPSHOT

201 Admissions

16 Youth in Transition

75 Outreach Supports

292 Youth Served

Despite the turbulent times throughout 2021, the 49th Street Youth Shelter remained open for youth in need of a safe place to go. In 2021, the Shelter saw less youth in transition and more outreach support than previous years. Our team worked tirelessly to provide support to the youth in the shelter, while helping them work to resolve their conflicts at home.

No matter the circumstances, the 49th Street Youth Shelter remains a safe place to go when there is nowhere else to go.

**"I don't know anyone in Red Deer, the Shelter saved me."
- Youth**



2021 SNAPSHOT

Camp Alexo was once again rather quiet in 2021 due to COVID. Despite this, we were still able to run our annual Rally for Kids event and a variety of small group activities and volunteer projects.

Since our Jr. Counsellors were unable to attend Camp Alexo, they instead came to our Summer Day Camps and demonstrated the same passion and commitment. We were able to take them on an overnight canoeing trip down the North Saskatchewan River to show our appreciation.

With the ongoing efforts and commitments of our supporters, Camp Alexo looks forward to 2022 as we welcome back our campers to this special place in the heart of David Thompson Country.

A place where memories are made



**project
backpack**

Project Backpack is designed to assist young people at risk of weekend hunger by providing food that is nutritious and non-perishable while also being easy to prepare and eat. Club staff and volunteers prepare weekly packages of healthy food to be taken home by children each weekend during the school year.

The Red Deer Project Backpack supports 60 children and youth weekly. Through the support of President's Choice Children's Charity and BGC Canada, additional funding has been provided to support those children and families throughout 2021.



**"My family is just new to Canada. I will say we really needed this kind of help... It is so hard for us here, especially during the winter. We really appreciate it."
- Recipient Family**

**"All the food that I received was really delicious and very good. I'm so thankful for everything you brought for me. Thanks again."
- Youth Recipient**

 **children's
charity**
feeding hungry minds



YOUTH IN CARE MENTORING

The Youth in Care Program, funded by Alberta Children's Services, aims to provide mentorship to children and youth, ages 6-24, who are currently or previously were involved with Children's Services and could benefit from additional positive and caring adults in their life. These youth could live in foster care, kinship care, group homes, grandparents, (or other non-parental family members), or be living independently.

IN-SCHOOL MENTORING

Our In-School Mentoring program is our fastest growing program. It involves spending an hour a week with a child in a school setting.

The circumstances surrounding 2020 and 2021 could have been devastating to our matches, but our volunteers stepped up and continued to provide support to youth in our community. Our matches had to shift to virtual meetings throughout 2020 and 2021.

As restrictions have lifted, many of our matches have started meeting face-to-face once again, while others have continued with virtual meetings.



PARTNERS IN OUR MISSION

Thank you for being the reason children succeed!

CORE FUNDERS

Alberta Children Services, Red Deer & District FCSS, United Way of Central Alberta

PARTNERS (\$10,000+)

Alberta Community Initiatives Program
Government of Canada Summer Jobs
SERVUS Credit Union
Kinsmen Club of Red Deer
Border Paving Ltd.
Victor Walls
Kate Walls
Wendy Walls

Home Depot Foundation
Ptarmigan Family Foundation
President's Choice Children's Charity
RSM Canada
Guy Blasetti
Nova Chemicals
Beverly Buchwald
Jays Care Foundation
Employment and Social Development Canada

Direct Energy
City of Red Deer
RBC Foundation Raise the Grade Grant
Calgary Shaw Charity Classic Foundation
Sunbelt Rentals
West Jet Cares for Kids
TELUS Communications
Boston Pizza Foundation

SUPPORTERS (\$5,000+)

ATCO Energy
Scotiabank Thriving Communities Fund
Kipp Scott GMC Cadillac Buick
Roger and Mona Walls
Carpet Colour Centre Ltd.
Eagle Builders
EQUUS
BGC Canada Foundation
Lawson Foundation
Trottier Family Foundation
Fidelity Investments
Wheaton Chev Olds
Rotary Club of Red Deer Sunrise
B&R Sand and Gravel
Cooper Roofing
CIZZ FM 98.9
Central Alberta Flooring
Red Deer Shooting Centre

FRIENDS (\$1,000+)

Rotary Club of Red Deer
Johnston Ming Manning
CASH Casino
Kim and Greg Barrett
Laurie Quist
Mealshare Foundation
Paul Paridean
Beehive Artisan Market
BGC Canada Stronger Connection Grant
Boston Pizza Future Prospects Grant
Eco-Tree Generations
Canadian Heritage Foundation
President's Choice Kids Food Nation
Kinette Club of Red Deer
Village of Delburne
Coca Cola Foundation
Charles McDonald
SSC Family Restaurants
Telus Payday Lottery Committee
Stantec
Joleen Losness
Masonic Foundation
Red Deer Rebels Hockey Club
West Country Pumps and Filtration
CARSTAR Red Deer
Warren Sinclair LLP
Olcrop Holdings Ltd.
JK Electric
Melcor Developments
Kids Up Front
Bruce Buruma
Gerry Hodgson
Marcia Lawrence
TELUS
908 Engineering Inc
WOW Productions
Platinum Racing
Direct Energy
Gaetz Memorial Church
Tourism Red Deer
RDC Students Association
Central Alberta Coop Ltd
Coverall Shop
Shunda Creek Contracting
Spot on Safety
The Gear Centre
Fletcher Printing
Optimist Club of Red Deer



THE VOLUNTEER CHALLENGE

***WE ARE LOOKING
FOR PEOPLE
LIKE YOU!***



**YOUTH
HQ**

**We challenge every
existing volunteer to
recruit ONE person
who you believe has
something to share
and some time
to give!**

THIS IS YOUR PLACE TO . . .
be yourself, ask tough questions, be heard,
create change, make a difference

Whether you're looking to start a new adventure,
or you're already a regular, Youth HQ is your place.

Youth HQ empowers youth by fostering a
community of support. Our network seeks to instill
young people with confidence in their unique
identities and abilities, while providing a safe
environment to learn and grow.

