



**THIS IS YOUR PLACE . . .**

**YOUTH  
HQ**

**2022 ANNUAL REPORT**



# ***VISION***

All young people discover and achieve their full potential.



# ***MISSION***

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



# *A Message from our Executive Director*

As we saw ourselves coming out of the COVID crisis, 2022 focused on both growth and solidifying the internal structure of Youth HQ. We were honored to add BGC Clearwater County (Rocky Mountain House) to our growing number of service sites. This is the first licensed childcare program the agency has offered. With the site, we've welcomed the awesome Clearwater County Club staff to the Youth HQ family helping to guarantee consistent service delivery to the families in Rocky and the surrounding area. At the same time, we solidified our internal structures on several fronts. We completed our Strategic Planning process, which will guide decision making over the next several years. We've embarked on formal Equity, Diversity, and Inclusion training and development, ensuring we are best able to serve all members of the community in a caring and respectful manner. And finally, we've invested in the Board of Directors through training on and implementation of the Policy Governance Model, which will allow agency staff to work side by side with the Board in a very efficient manner, ensuring the values of the communities we serve are always reflected in the programs and services we provide.

As always, I consider myself privileged to work with so many talented and passionate staff and Board members as Youth HQ does our part to help youth, children, and families in Central Alberta experience their richest lives. Thank you for your interest in and support of our agency and our work.



**YOUTH  
HQ**

Sincerely,



**Rob Lewis  
Executive Director  
Youth HQ**

# 2022 BOARD

Alana Peters  
Breanne Zilkowsky  
Erik Thorhauer  
Dee Peterson

Sadia Anwar, **Chair**  
Jody Wiancko, **Vice Chair**  
Doug Evans, **Secretary**  
Christopher Deeth, **Treasurer**  
Megan Helmer

Heidy Panameno  
Caleb Henry  
Angela Gray  
Randy Nicholls

# 2022 LEADERSHIP TEAM

**Rob Lewis**  
Executive Director

**John Johnston**  
Community Engagement Manager

**Mae Prymych**  
Finance & Admin Manager

**Terri Blanchard**  
Program Manager  
Big Brothers Big Sisters

**Les Waite**  
Program Manager  
BGC & Camp Alexo

**Rose Hatfield**  
Program Manager  
49th Street Youth Shelter

# 2022 OFFICE TEAM

**Heather Jack**  
BGC Team Lead

**Janessa McCormack**  
Volunteer Resources Coordinator

**Pamela Krauss**  
Senior Admin Support Clerk

**Hez Peter**  
BGC Team Lead

**Vicki Hennig**  
Admin Assistant

**Parker Vockeroth**  
MARCOM Coordinator

**Madison Anderson**  
Team Lead  
BGC Clearwater

**Donna Stansall**  
Team Lead  
49th St Youth Shelter

**Theresa O'Hara**  
Youth in Transition  
49th St Youth Shelter

# QUICK STATS

933  
VOLUNTEERS

6,415  
HOURS

1,815  
YOUTH SERVED

13  
COMMUNITIES



In early 2022, we began working on a project that will see us open a new building in downtown Red Deer: The Centre for Social Impact. This centre will be a place where charities and non-profit organizations can collaborate, share resources, and minimize their operating costs. This shared centre will provide people with easy access to a variety of supports and services. The Professional Building, located on Ross Street, will become the Centre for Social Impact for the purpose of supporting charities and non-profits in 2023.



# OUR IMPACT

Gwen came to the 49th Street Youth Shelter in 2021 and has been involved with Youth HQ ever since. Gwen stayed at the Shelter for awhile, receiving help from a social worker, and would soon find her own home thanks in part to the support and encouragement she received from the shelter staff.

When her grades were not as high as she wanted, she joined Raise the Grade.

The BGC team, the other participants, and the Raise the Grade program curriculums helped her improve her grades and begin to excel in school. They also helped her learn about managing her living expenses while providing emotional support and a place in which she could always feel welcome. Gwen was even selected to represent BGC of Red Deer & District at the BGC National Youth Conference in 2023, an easy decision for the BGC team to make.

When she first joined our programs, Gwen was very anxious, reserved, and shy. Since then, she has gained so much courage and become a fixture at the Youth HQ office, even going so far as to go around the office to ask our staff for pledges for our Wake-a-thon event and Mixing Spoon fundraiser. The positivity, confidence, and passion she has gained since joining our programs is something our entire team is both proud of and inspired by every day.

**"The Shelter cared for me more than anyone else did."**

**- Gwen**

Gwen is a shining example of what a youth can accomplish when they come to BGC of Red Deer & District and put forth their best effort. I remember when Gwen first arrived in our Raise The Grade Program. She was shy, uncomfortable forming relationships with new people and struggling academically. Through her hard work and our support, Gwen overcame all of the obstacles she faced. She has developed friendships, succeeded academically and even found stable employment. She doesn't shy away from challenges. She now takes them on with a confidence and grace that was certainly developed here at BGC. I am incredibly proud of her progress and consider myself blessed to have gotten to witness her growth.

- Hez Peter, BGC Program Coordinator





Red Deer &  
District Club

# 2022 SNAPSHOT

**885 Children and Youth Served**

**13 Communities Served**

**97% of Youth Happy with their Clubs\***

**93% of Youth Would Recommend BGC Clubs\***



2022 was a very busy year for the BGC team as we welcomed the BGC Clearwater team into Youth HQ and are excited to watch our team continue to grow. The various programs we run continued to provide leadership skills, the chance to connect with like-minded people, and so much more to any youth that came through our doors. Our Jr Counsellor Program, the This Way ONWard Bound job Readiness Program, Raise The Grade, and our Rink Attendant entry-level work experience programs provided opportunities for youth to gain skills and knowledge to help ready them for the workforce, while our Mind Matters program continued to break down stigmas and increase understanding around mental health.. We plan to continue these programs and want to ensure that we are finding ways to include youth from all the communities we serve across Central Alberta in these beneficial programs.

**"He has learned better how to be accountable for his actions and be a better team player!"**

**- Parent Feedback, 2022**

**\*Per our 2021-2022 BGC Surveys**







# 2022 SNAPSHOT

**147 Volunteers**

**226 Mentees**

**86 Site-Based Mentors**

**65 Community-Based Mentors**

2022 was a positive year for the Big Brothers Big Sisters team. Our staff and volunteers were eager to help out on many projects and events, creating new ways to expand our reach in the community and provide more kids with a caring mentor. The new Mentoring for Young Adults from Care Program seeks to match a caring mentor with young adults transitioning from Children's Services into independence. Support from our community allowed us to run successful events such as the Littles Build BIGGER event at KCB Cabinets & Renovations on August 27, which saw many of our waitlist kids get the chance to build and decorate their very own toolkit. This event doubled as a recruitment drive and fundraiser that saw various people from our community volunteer to get soaked in a dunk tank. The entire BBBS team offers a heartfelt thank you to everyone who helped make 2022 so special and cannot wait to see what 2023 will bring.

**"I've learned that I am strong and cool.  
My mentor makes me feel like I'm enough"  
- Mentee, Age 10**



# 2022 SNAPSHOT

**235 Admissions**

**33 Youth & Young Adults in Transition**

**134 Outreach Supports**

**386 Youth Served**

2022 saw a noticeable increase in the amount of youth served by the 49th Street Youth Shelter. 153 of the youth admitted to the shelter stated that they would live on the streets or have nowhere else to go were it not for the shelter. Thanks to the tireless efforts of the shelter staff and annual updates to help them better serve the community, the shelter never had to turn away a youth looking for support in 2022.

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

"If I had nowhere to go, this would be the first place I would go to."  
- Youth





# 2022 SNAPSHOT

**318 Campers**

**208 First-Time Campers**

**Campers from 39 Different Communities**

**\$16,140 in Subsidies Given**

**Returning to Camp Alexo after years of cancellations was no small task. Even at a reduced capacity, Camp Alexo welcomed hundreds of eager campers looking to make some memories. Despite the challenges and inexperience as many staff members had never been to Camp before, including some international camp leaders, our Camp Alexo team exceeded expectations and created wonderful experiences for kids from all over Alberta and beyond.**

**Our team is eagerly anticipating the 2023 season. We can't wait to welcome even more campers and make even more memories throughout the coming summer.**

**"Camp fully and completely made me a better person!"  
- Camper Feedback**

Despite introducing a brand new format for the event, The BIG Pursuit was once again a huge success for Youth HQ and Big Brothers Big Sisters of Red Deer & District. Thanks to the incredible efforts of the participating teams during the fundraising period leading up to event, over \$30,000 was raised through the event.

The actual event took place on Sunday, May 1 2022 and proved to be a fun and memorable time for all of the participants.

This new format, subtitled "The Search for the Golden Keys" saw contestants receiving clues to a location and searching for one of three Golden Keys when they arrived, with a cash prize awaiting the three teams that found the three titular keys.

The location chosen for the event was the Norwegian Laft Hus Cultural Centre, located at 4402 47 Ave, Red Deer.

The Youth HQ and BBBS team extends a heartfelt thank you to the Norwegian Laft Hus Society for accommodating the event and to everyone who participated, donated, or otherwise supported the event.





After years of cancellations, The Zed Haunted House returned in 2022 and was a resounding success for Youth HQ and BGC.

The 30th Anniversary Haunted House delivered a unique blend of classic frights and new scares.

Over 6000 guests went through the Haunted House and are sure to remember the experience for years to come.

Many people and groups from the community came through for the event by offering food, staff, and hours of work to help with the build and teardown, which allowed the Haunted House to surpass its goal and raise over \$100,000 to help support the various clubs run by BGC of Red Deer & District.

The Youth HQ and BGC team offers a heartfelt thank you to everyone who supported the 30th anniversary of Red Deer's Most Fatal Attraction.

We can't wait to bring even more scares in 2023!



# 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+)

Government of Alberta  
Alberta Community Initiatives Program  
Alberta Community Facility Enhancement Program  
Government of Canada Summer Jobs  
SERVUS Credit Union  
Kinsmen Club of Red Deer  
Border Paving Ltd.  
Eagle Builders LP  
Woody's RV World

Home Depot Foundation  
Ptarmigan Family Foundation  
President's Choice Children's Charity  
RSM Canada  
Beverly Buchwald  
Jays Care Foundation  
Employment and Social Development Canada  
Sustainable E&G  
Garry & Laura Banfield

Red Deer County  
City of Red Deer  
RBC Foundation Raise the Grade Grant  
Calgary Shaw Charity Classic Foundation  
West Jet Cares for Kids  
Direct Energy  
Town of Rocky Mountain House  
Sunbelt Rentals  
NOVA Chemicals

## SUPPORTERS (\$5,000+)

Scotiabank Thriving Communities Fund  
ATCO Energy  
Baxy Invitational  
Canadian Tire Jumpstart Charities  
Optimist Club of Red Deer

Red Deer Shooting Centre  
Dread Driving Ltd  
EQUUS  
West Country Pumps & Filtration  
Zed 98.9  
Timcon Construction Ltd

Wheaton Chev Olds  
Central Alberta Flooring  
Canlin Resources Partnership  
BGC Canada Foundation  
Gary Moe Auto Group

## FRIENDS (\$1,000+)

Village of Delburne  
Gull Lake Honey Company  
Rotary Club of Red Deer Sunrise  
James MacSween  
Little House of Hopes Thrift Shop  
Edwards Garage  
Tony Sowan  
CARSTAR Red Deer  
Warren Sinclair LLP  
Melcor Developments  
Kids Up Front  
Gerry Hodgson  
M & M Meats  
Nordegg Community Association  
Royal Canadian Legion Branch 35 Ladies Auxiliary

The Gear Centre  
Mr. Mikes  
Sound Travels  
JK Electric  
Tim Horton's  
BearCom Red Deer  
Herc Equipment Rentals  
Brandt Tractor  
WOW Productions  
Northern Metallic Sales  
Linda Kaube-Hodgson  
Pine Hills Golf Club  
Fletcher Printing  
Red Deer Co-op

Olymel  
Mealshare Foundation  
Evergreen Co-operative Association  
Jordan Gartner  
Vancouver Foundation  
Paul Black  
Victor Walls  
Gaetz Memorial Church  
The Coverall Shop  
Prairie Bus Lines  
Valard Construction  
Brandon & Stephanie Wall  
Masonic Foundation of Alberta  
Shunda Creek Contracting  
Ancient & Accepted Rite of Scottish Freemasonry

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## **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.**



Big Brothers  
Big Sisters  
OF RED DEER AND DISTRICT



49<sup>th</sup> Street  
Youth Shelter



Red Deer &  
District Club



Clearwater



@YOUTHHQRD

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