



THIS IS YOUR PLACE . . .



2024 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

2024 was what I would call a “nuts and bolts” year. We’ve expended extraordinary effort in assessing, revising, and updating many of our core, foundational systems and infrastructure to ensure Youth HQ is poised for success in the years to come!

An example of one of the significant changes we’ve made in the last year was the combining of our Facilities and IT Services departments. This allowed us to apply solid project management expertise and practice in both areas, streamlining workflows, and creating greater effectiveness which impact all aspects of our organization. This is critical work as it supports the agency as we continue to grapple with our community’s increased level of need in an environment of decreasing funding and support.

One of the major Facility related projects we were able to see come to completion in 2024 was the replacement of the roof on our Centre for Social Impact (CSI) facility, thanks to the generous support of the Community Facility Enhancement Program (CFEP) offered through the Government of Alberta. Our Centre for Social Impact (formerly the Professional Building) is a facility which brings together many individuals and organizations whose purpose is to make the lives of those in our community better. We have welcomed several new tenant businesses/agencies into our Centre and are excited to see what 2025 has in store for us.

On a program service delivery level, we have seen fluctuations in the level of funding for all programs and yet have stayed on course and not compromised our levels of service to our community. My heartfelt appreciation and gratitude are extended to our amazing staff and volunteer teams who work relentlessly to ensure Youth HQ can deliver the services we do to our community.

I consider myself truly blessed to be in my role of Executive Director. I am privileged to serve and to work with the amazing people involved with Youth HQ, from staff, to volunteers, to community members and businesses who support our work. Thank you all for what you’ve brought to our work as we endeavor to create a space where children and young people in our community can discover and achieve their full potential!!



**YOUTH
HQ**

Sincerely,

A handwritten signature in black ink, appearing to read 'Rob Lewis', written over a light blue circular background.

Rob Lewis
Executive Director
Youth HQ

BOARD

Caleb Henry
Erik Thorhauer
David Smith

Jody Wiancko, **Chair**
Doug Evans, **Secretary**
Gregory Glenn, **Treasurer**

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

Donna Stansall
Program Manager
49th Street Youth Shelter

Doug Gunderman
Facilities & IT Services Manager

OFFICE TEAM

Heather Jack
BGC Red Deer Team Lead

Janessa McCormack
Volunteer Resources Coordinator

Pamela Krauss
Senior Admin Support Clerk

Hezekiah Peter
BGC Red Deer Team Lead

Shaelee Kivlehan
BGC Program Coordinator

Courtney Brown
BGC Program Coordinator

Brittany McIntosh
Enrollment Coordinator

Fantasia Rodgers
BGC Clearwater Team Lead

Charlie Penfold
BGC Program Coordinator

Katy Hendrix
Outreach Worker
49th St Youth Shelter

Joshua Andersen
Accounts Payable

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

Nichole Kostiw
In-School Mentoring
Program Coordinator

Parker Vockeroth
MARCOM Coordinator

Levi Severtson
Youth/Young Adults from Care
Program Coordinator

Levi Castle
Community-Based Mentoring
Program Coordinator

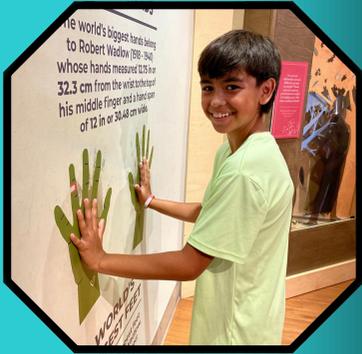
QUICK STATS

648
VOLUNTEERS

8,126
HOURS

1,395
YOUTH SERVED

12
COMMUNITIES



“We are grateful so many individuals choose to donate their time and talents to our organization! Volunteer support of the youth we serve, whether through formal mentoring, in group activities, doing physical labour, or supporting special events and fundraisers impacts each and every person involved with Youth HQ.

Our volunteer program has had a profound impact on the Red Deer community. YHQ’s volunteer time and effort makes a real difference, helping young people discover and achieve their full potential for the future. According to recent reports and based on the current value of a volunteer hour of \$33.49, our volunteers invested over \$262,000 value of their time. Their gift is immeasurable.

Volunteers are special and highlight the tangible and intangible benefits they bring to our organization, community, and especially our youth. Words cannot express how grateful we are for people’s willingness to volunteer. Their generosity means the world to the people we serve.”

- Janessa McCormack, Volunteer Resources Coordinator

10 YEARS OF MEMORIES



On February 12, 2025, the longest active match in Big Brothers Big Sisters of Red Deer & District turned ten years old. Dawn (mentor) and Roclyn (mentee) have been connected for a decade and their connection isn't stopping anytime soon. These two met when Roclyn was in the first grade and met at least once a week. Now, as Roclyn is older and nearing her high school graduation, they don't always have the time to meet up every week, but still enjoy talking on the phone or video calling whenever they can. Hiking and snow tubing are just a couple of the activities these two enjoy together when they hang out. Dawn finds just as much, if not more, value in the mentoring relationship she shares with Roclyn. We are so incredibly proud of these two for their wonderful and inspiring connection!

"Roclyn and I have been happily matched since 2015. Our entire match is our success story. We have thoroughly enjoyed our many years together as Big and Little Sisters. We are family and will stay connected forever."

- Dawn

"My daughter was matched with truly the perfect match. They have been matched for years and the relationship between them has been such a beautiful thing to watch. Not only that, I have become very close with Dawn and we consider her as part of our family. I have watched my daughter grow and try new things, with a smile on her face. My other children and family members are also very fond of Dawn. The impact this program has had on our family is priceless, from the match to the activities and opportunities my kids have had. Being a solo parent doesn't always allow me to be able to offer all the opportunities that this program has made available to the kids and I will forever be great full for everything. Thank you!"

- Roclyn's Parent





**Big Brothers
Big Sisters**

OF RED DEER AND DISTRICT

2024 SNAPSHOT

198 Volunteers

283 Total Mentees

124 Teen Mentoring Matches

70% of the Waitlist Youth are Boys

2024 was a busy year for the BBBS team. Our summer Go Girls and Game On programs saw great attendance in the summer, teaching youth about healthy living and positive habits. Our annual COPA (Canadian Owners and Pilots Association) Discovery Aviation Event allowed our kids to take to the skies and learn all about aviation. We also hosted some unforgettable group activities for our matches and waitlist youth, such as our Grinch Tree making event in December, hosted by Petal & Blüm. Now is the perfect time to become a mentor as our community-based mentee waitlist has reached over 100 kids who are waiting to connect with someone like you!



“It actually makes me a bit emotional as I don’t have anyone that comes and picks the kids up to do stuff with them and feel that the whole world is on my shoulders most days. I do what I can and we get out a lot but I’m tired and the kids need support from other people too. It has enriched their lives and added a puzzle piece for them I feel. I appreciate you guys and what you guys do as well for the program!

Thank you!”

- Parent of a Mentee



Red Deer &
District Club

Clearwater

2024 SNAPSHOT

622 Children and Youth Served

12 Communities Served

12,073 Meals & Snacks Served

94% of participants reported BGC programs taught them to be healthier¹

2024 was a big year for BGC. Various Youth HQ teams moving to C.S.I. created more space for BGC to run programs out of the Parkvale Club House, located at 4633 49 St. Youth Drop In has created an after school space for youth to work on homework, hang out with their favourite leader, or just relax after the school day. Learn On helped youth think about their interests and goals for the future, while also helping them form plans to make those goals achievable. Our biannual 75km West Coast Trail adventure trek saw 18 youth put their determination to the test as they remained positive and motivated throughout the trek, despite the hardships. We will continue to find unique ways to advance and enhance our programs in order to provide more unforgettable programs and experiences to youth in Central Alberta!

We have Red Deer's very first BGC Canada Indigenous Youth of The Year. Jordan, who has been attending BGC programs for the last eleven years was nominated by his club leaders. He then applied and went through a rigorous application and interview period with representatives of BGC Canada. Upon his selection and confirmation, Jordan was flown to Toronto for a celebration where he got to meet the CEO of BGC Canada, tour the Hyundai plant, and take part in a public speaking forum as part of the competition for Youth of the Year. For his tenure, Jordan will be making appearances and doing engagement talks all around Canada. We are so proud of you, Jordan!!

¹Per our 2024 BGC Youth Surveys





2024 SNAPSHOT

354 Campers

168 First-Time Campers

Campers from over 43 Different Communities

\$13,450 in Subsidies Given



2024 was another fantastic year for Camp Alexo. We welcomed over 150 first time campers out to Alexo for another fantastic summer with many highlights. Our four day Shunda camp gave young kids a great first camp experience. Thunderbird Junior Adventure Camp provided unforgettable adventures for our campers. The Junior Leader Training Program helped give 50 teens a summer camp experience and let them learn as they worked in a camp setting. The camp team thanks everyone who helped make 2024 such a massive success, we can't wait for 2025!



"I can best sum up the 2024 Summer by quoting the Country singer Jim Reeves "Memories". The memories that were made by each and every camper accomplishing a goal, making a new friend, overcoming a challenge, trying something new, singing at campfire. All of these precious memories contributed to another successful summer. I am so proud of my team for once again helping our campers have the best possible summer."

- Hez Peter, Team Leader



2024 SNAPSHOT

- 285 Intakes
- 22 Youth & Young Adults in Transition
- 328 Outreach Contacts
- 136 Youth Served

2024 saw more youth in need of support from the 49th Street Youth Shelter. After staying at the shelter, youth praised the cleanliness of the building and the compassion and care they received from the staff. The support from campaigns such as at The Home Depot Orange Door Campaign help ensure that the shelter team is able to provide support to as many youth as possible and remain a safe place to go when there is nowhere else to go!

"I stayed at the shelter off and on over the period of two months. I am very thankful that it was there because without it, I would have been sleeping on the streets. The staff were amazing and did everything in their power to help. Thank you so much for everything!"
- Former Shelter Youth



The BIG Pursuit was a thrilling race that raised a lot of money for BBBS in 2024. The day's challenge stops included memorizing and recreating a tile pattern at Central Alberta Tile One, organizing cars based on sale price at Mr. Motors, and a choice of climbing or tying a tough knot at Trailhead Climbing. The event culminated at Parkland Mall, where the search for the Golden Keys was frantic and fun. With Golden Keys hidden at Best Buy Mobile, Craze Mania, and Ardene, participants searched high and low across the mall until all three were found and the prizes were given out. The BIG Pursuit raised \$49,388.28 for the BBBS program and we offer a heartfelt thank you to everyone who contributed to the day.



The Zed Haunted House returned to Parkland Mall in 2024 and was once again a big success for BGC and Youth HQ. Introducing a new feature night, the Half Priced Thriller Tuesday sponsored by Servus Credit Union, was a rousing success, and saw thousands of eager people coming through the doors of Red Deer's Most Fatal Attraction. Midnight Madness and Black Out Night continued to see incredible attendance. When the Haunted House's final night wrapped on October 31, \$114,675 had been raised throughout the event. BGC and Youth HQ offer a heartfelt thank you to everyone who donated to, acted in, volunteered for, and otherwise supported the Zed Haunted House in 2024.





Big Brothers Big Sisters was excited to be named one of the lucky recipients of funding through the annual RSM Power of Love campaign. The annual stewardship campaign sees RSM offices across Canada select a youth charity to support with volunteering and fundraising efforts. On top of the fundraising done by local RSM employees, many also offered their support to the construction of the Zed Haunted House in September of 2024. "The funds raised through initiatives like RSM's Power of Love Campaign help us in our pursuit to find and recruit mentors, ensure that children and youth feel safe and supported in their matches, and provide learning and recreational opportunities for kids in the program that they may not otherwise have access to" said Big Brothers Big Sisters Program Manager, Terri Blanchard. "We are incredibly humbled and grateful to have been chosen for the Power of Love Campaign. Your support will help us on our journey through another 50 years of creating opportunities and positive impacts for youth."

Weekend Warriors is the annual workbee at Camp Alexo that sees dedicated volunteers come spend a spring weekend at Camp to help us get ready for the summer. In 2024, we had 25 volunteers come for the weekend. One of the more exciting projects we had them complete was getting the newly finished Eco Hut ready for the summer. BGC and Camp Alexo offer a heartfelt thank you to everyone who came to Weekend Warriors in 2024 and helped us prepare camp for another wonderful summer camp experience for the many youth that attended Camp Alexo.



PARTNERS IN OUR MISSION

Thank you for being the reason children succeed!

CORE FUNDERS

Alberta Children & Family Services
Red Deer & District FCSS

United Way of Central Alberta
Clearwater Regional FCSS

Government of Canada
BGC Canada

PARTNERS (\$10,000+)

Alberta Community Initiatives Program (CIP)
Government of Canada Summer Jobs
Servus Credit Union
West Jet Cares for Kids
ZED 98.9 - Stingray Radio
Alberta Gaming, Liquor & Cannabis
Calgary SHAW Charity Classic Foundation

NOVA Chemicals
Border Paving LTD.
RSM Canada
Alberta Community Facility Enhancement Program (CFEP)
Alberta Mentoring Partnership
Direct Energy
Canada Post Foundation
Kinsmen Club of Red Deer

Alberta Conservation Association
Ptarmigan Foundation
Home Depot Foundation
Jays Care Foundation
City Of Red Deer
Town of Rocky Mountain House
Parkland Mall

SUPPORTERS (\$5,000+)

Canadian Tire Jumpstart
Charities
Sunbelt Equipment Rentals
Rotary Club of Red Deer Sunrise
Herc Equipment Rentals
Walmart Canada

Red Deer County
Rotary Club of Red Deer
Elevation Crane & Transport
NOVA Days of Caring
Trottier Family
Ministry of Employment & Social Development

Red Deer Shooting Centre
Crossroads Church
Little Jon's
Blue Bird Storage
Kids Up Front Calgary
Northbridge Financial

FRIENDS (\$1,000+)

Dread Driving Ltd.
West Country Pumps & Filtration
Eagle Builders
Canada Skateboard
Turple Brothers
The Gear Centre
Sound Travels
Piper Creek Optimist Club
Family Pizza
Trailhead Climbing & Fitness
Red Deer Firefighters Children's Charity
Boys & Girls Club of Alberta
BNI Alberta South
Brad Weatherill
Central Alberta Tile One
Sawback Brewing Co.

Masonic Foundation of Alberta
Lux Leaf Limited
Bring It Courier
Harold Line
Gasoline Alley Harley-Davidson
Village of Delburne
Spruce View & District Lions Club
The Burley Beard
Markerville Vintage Machinery Club
E360 Solutions
Moxies
Go Easy via BGC Canada
Jerry Van Someren
Valard Construction
Mr. Mike's
Community Foundation of Central Alberta
Kinsmen Club of Rocky Mountain House

Evergreen Energy Tank Rentals
Kristina Poulsen
Victor Walls
Edwards Garage
Carstar Red Deer
Melcor Developments
Central Alberta Co-op
Pidherney's Inc
West Country Kinettes Club
Anne Chong
Laurie Quist
Breton Lindoff
Don Allan
Nordegg Community Association
Kimberley Holland
Mr. Motors

BE THE MENTOR YOU
WISH YOU HAD!



We have over 100
kids on our waitlist,
hoping for a mentor!

[YOUTH HQ.CA](https://youthhq.ca)





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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



49th Street
Youth Shelter



Red Deer &
District Club



Clearwater



@YOUTHHQRD

4633 49 St. Red Deer, AB T4N 1T4

403-342-6500

youthhq.ca