

Edmonton Inner City Children's Society Annual Report 2010



Success Story:

“The children look forward to spending time together in a fun, entertaining environment. ICCP provides positive role models for the kids and gives them the opportunity to participate in extra-curricular activities that they would otherwise be unable to afford.” (Teacher – Mother Teresa School)

It's very rewarding to have students that really look forward to coming, to know you've helped give them something they'll have their entire lives.” --Keyboards for Kids volunteer instructor

Submitted by:
Khatidja Khalfan
Director of Programming
October 20, 2010

Contact

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Community Partners (Affiliated Organizations)

<p>Alberta's Promise Alberta Solicitation General Alberta Music Education Foundation Allard Foundation Allegiance Dance Club Bee Bell Bakery Ben Calf Robe Society Big Brothers Big Sisters of Edmonton Boyle Street Education Centre Carol's Quality Sweets CIBC Children's Miracle Foundation City of Edmonton Community Services City Centre Education Project City Farms Project Community Initiatives Against Family Violence Community Operating Investment Grant Community Solutions to Gang Violence Crystal Kids Edmonton City Centre Church Corporation Edmonton Community Foundation Edmonton Food Bank</p>	<p>Edmonton Gleaners Association Edmonton Immigrant Services Association Edmonton Oilers Community Foundation Edmonton's School Lunch Program Edmonton John Howard Society E4C Kids Up Front Foundation Highbury Foundation McCauley Junior High/Elementary School Mother Teresa Catholic School Movie Studio Oilers Community Foundation PCL Construction Leaders Rouge Lounge Sports Central Summit Foundation Stollery Family Foundation Telus Foundation TD Canada Trust Foundation Urban Eden Community Garden YMCA Enterprise Centre</p>
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Edmonton Inner City Children's Society - 2010 Annual Report

Background Information

The Edmonton Inner City Children's Society, more commonly known as the Inner City Children's Program (ICCP), is a registered non-profit charitable organization. Since 1995 we have been providing quality school-based programs to children and youth in the Boyle Street/McCauley communities. Recognizing the need for supervised, skill building programming in the inner city community, ICCP has partnered with local schools and other community-based organizations to provide this service.

We are the only inner city agency providing recreational programming for children in their own school setting. Currently our partner schools are Norwood Public Elementary School and Mother Teresa Catholic Elementary School. The school setting provides a safe opportunity for inner city children to build confidence and self-esteem while participating in recreational, educational, cultural and community enrichment activities designed to help in minimizing the likelihood of children and youth becoming involved in criminal activity.

In the Boyle Street/McCauley communities, children can come face to face with gangs, prostitution, drug abuse, violence and other challenging social adversities on a daily basis. They are often left without adult supervision and are subject to negative influences during the after school hours of 3:00 P.M. to 6:00 P.M., and during summer holidays. Our programs ensure that children at-risk have access to a safe environment and supportive programming with a focus on asset building and skills enhancing activities.

Population served

We serve children living in the Boyle Street/McCauley communities. Many of the children in our programs come from newcomer families, many of who have escaped violence in their countries of origin. The primary caregivers of these children often work multiple jobs and have very few familial and other social supports. We have observed that the children are often left without adult supervision from the time school finishes until the dinner hour, as their caregivers are working and unable to cover the cost of out of school care. It is during these hours that children and youth of these communities are exposed to adversities aforementioned. Such negative influences place them at risk of underachievement and participation in destructive behaviour and illegal criminal activity. Our programs ensure that children have access to a safe environment and supportive programming where they participate in social, educational and recreational activities.

The geographic areas being served are Boyle Street and McCauley; these communities are located on the eastern edge of downtown, between the North Saskatchewan River and Norwood Blvd/112th Avenue. The McCauley neighbourhood is northeast of downtown between 97th Street and Commonwealth Stadium. The neighbourhood of Boyle Street is east of the downtown core. There are approximately 4047 households residing within

these communities of which there are approximately 700 children and youth, and the majority of households are of immigrant status or visible minorities. Currently the programs we offer specifically benefit the children and youth who attend Mother Teresa and McCauley Schools.

How the need was identified and why it is important the need be met

Teachers, community members and children created ICCP programs to meet the need for social and recreational programming as articulated to us. Recognizing that many inner city children did not have access to safe and constructive out of school activities, ICCP initiated programming to provide this service. Research by Blyth and Roehlkepartain¹ demonstrates that the most beneficial after school programming is based on voluntary participation in constructive activities where children learn skills and values. They conclude that children and youth are less likely to participate in risky behaviours, including experimenting with drugs and gangs, when they are involved in programs that meet these principles. Afterschool programs can enhance children's academic achievement. Participants in afterschool programs show improved ability in reading, develop new skills and interests, show increased school attendance and engagement in school, turn in more and better quality school work, show higher aspirations for the future, including the intention to complete high school and go to college. Our programs focus on child-directed programming and leadership building initiatives so children have the tools they need to become strong, independent adults with a positive future. Young people are not the only ones to benefit. After-school programs have been referred to as "the new neighborhood." Positive effects extend to families, employers and communities.

(Nellie Mae Education Foundation – May 2003)

Short and long-term goals of our programs

ICCP worked in conjunction with a Program Director at the YMCA Enterprise Centre to develop quantitative outcome measures for our after school programs. The outcome areas we chose to measure were self-esteem, leadership, conflict management, relationship building, healthy choices and social skills. Long-term goals include attaining sustainable sources of funding and examining program expansion possibilities.

ICCP created and implemented a Family Violence Protocol in Norwood and Mother Teresa Schools in collaboration with the Community Initiatives against Family Violence. Since 2008, eight children have been identified and followed-up as experiencing Family Violence.

The overall goals of ICCP programs are to assist in the minimizing criminal activity within Edmonton's inner city and surrounding areas.

¹ Blyth, D. A., Ph.D. and Roehlkepartain, E. C.. Citing Websites. In *A New Study Highlights / What Youth Need From Community*. Retrieved August 28, 2005, from <http://www.search-institute.org/archives/wt.htm#7>

Programs and Partners

Keyboards for Kids – Partners are: Alberta Music Education Foundation and Mother Teresa Catholic Elementary School.

The Alberta Music Education Foundation recruits certified piano teachers to teach weekly group lessons to the children and also provide the equipment and music books for the program. Mother Teresa provides the space needed to carry out the program. ICCP completes the registration and administrative responsibilities related to the program, as well as providing volunteer honorariums. There are 6 volunteer instructors teaching five classes to twenty-five students during the current school year. The Instructors and Program Coordinator volunteered 465 hours of their time to this program, which is offered at no cost. Keyboards are supplied to the students to take home during the year so that they may practice and build on skills learned during their lessons.

After School Programs – Currently our school partners are Norwood Elementary School and Mother Teresa Catholic Elementary School. Our former partner school was McCauley Elementary/Jr. High School which shut down in June 2009. Big Brothers Big Sisters Society of Edmonton, City Centre Church and the Edmonton Food Bank partner with us in the After School Programs as well.

The schools, City Centre Church, and Big Brothers and Big Sisters Society and Community Collective provided us with program space, volunteers and participants. The Food Bank supplied us with the majority of the food and drinks needed to provide the children a healthy, tasty snack. This out of school program is filled with activities that enhance and develop social skills, cooperation, team play, creativity, imagination, and physical fitness. Recently, ICCP programs incorporated a social awareness aspect including anti-bullying workshops, racism and public legal education presentations by the Edmonton John Howard Society.

The After School Program operates Wednesdays, 3:30 P.M. to 5:00 P.M. and Thursdays from 1:30 P.M. to 4:30 P.M. at Norwood School. At Mother Teresa the after school care program runs on Tuesday and Wednesday from 3.30-5pm and on Thursdays from 12:00 P.M. to 3:00 P.M. Over 70 children at Mother Teresa School and 30 children at Norwood School were registered in the After-School program for the 2010 school year. In the 2009-2010 school year, there were 70 children in Mother Theresa programming which ran on Thursdays from 12-3pm, and 40 children at McCauley School which ran Tuesdays and Wednesdays from 3.30-5pm, and Thursdays from 2-5pm. There are ten Program Instructors that operated the programs at Mother Teresa, and two In-School Supervisors that oversee student absences, behavioural concerns, staffing decisions and a variety of administrative tasks. The Program Coordinator and the Director of Programming are involved in these programs by: setting up field trips, completing administrative and personnel management duties, and facilitating staff meetings. There are five Program Instructors, three volunteers, and a Program Coordinator that facilitated programs at Norwood, similar to the staffing that was in place at McCauley School. The Program Coordinator oversees many facets of program delivery, including staff orientation and retention, administrative tasks, implementing behavioural modification strategies, liaising with the school staff and recruiting children to our programs. The Director of Programming and Program Coordinator work together to hire staff, and liaise with school

staff. At any given time, ICCP has between 5-10 volunteers that donate up to 250 hours in both programs each year. These volunteers helped to plan and facilitate programs and field trips.

Morning Program – Partner: Mother Teresa Catholic Elementary School.

The school provides us with program space and participants. The Morning Program provides children with a morning meal and time in the gymnasium. The program helps participants to have a higher level of fitness and increased concentration throughout the day. It operates Monday through Friday from 8:00 A.M. to 8:30 A.M. at Mother Teresa School. Over 150 children participated in this program each morning. The program is staffed by two of the schools Teacher’s Assistants who facilitated recreational programs in the gymnasium.

Summer in the City Program – Partners are: Mother Teresa School, and City Centre Church Corporation.

Both Mother Teresa School and City Centre Church offered program delivery space throughout the summer of 2010.

The Summer in the City camp is packed full of fun activities including: outdoor games, craft projects, drama activities, fieldtrips and a community gardening project. Utilizing ETS family passes the children and Program instructors are able participate in all summer activities and the children learn how to navigate the city bus system. The children also have the opportunity to go on a number of field trips to the zoo, a chocolate factory, a fire hall, Fort Edmonton Park, bowling, the TELUS World of Science etc. The program runs for six weeks from 9 a.m. to 5 p.m. Monday to Friday and accommodates up to 75 children. One Supervisor and four Program Instructors facilitate the summer camp. The Program Coordinator was responsible for overseeing the camps and was instrumental in planning the activities as well coordinating resources for the camp.

Young Chefs – Partner: Mother Teresa Catholic Elementary School and McCauley Elementary/Jr. High School

Mother Teresa and McCauley Schools provided us with the program space and participants. This program provided an opportunity for 30 children, ranging from grades four to six, to learn about nutrition, meal planning, budgeting and preparing meals and snacks. They also learned about kitchen safety, table setting, table manners, and clean up. This program ran one afternoon a week for six weeks and was facilitated by two Nutrition students from the University of Alberta.

Summary and Discussion of the Project Results or Outcomes

The outcomes children have demonstrated from participating in our programs include positive interaction with peers and adults, the ability to develop and maintain positive relationships, an aptitude for working through negative emotion by using creative expression, an increase in self-awareness, self-esteem and leadership ability. These outcomes provide children with the supports and resiliency necessary to overcome barriers and become strong, independent adults.

Project Results:

- Parents feel at ease knowing their children are participating in fun, educational activities in a safe and supportive environment.
- Instructors become mentors and role models for the children and youth.
- The young people are encouraged to build on their skill sets and to assume leadership roles wherever possible. Shortly after they begin attending programs, many of the children initiate these roles independently.
- Children are also taught to be respectful of their peers and leaders. The children in our programs have learned a great deal about using a positive, non-confrontational communication style.
- The youth in our programs that move onto new schools often come back to volunteer with our programs.
- All of our programs are offered at low or no cost to the families, helping to reduce the stress associated with childcare expenses.
- The Edmonton Inner City Children's Society provides children and youth with enriching experiences that build confidence and self-esteem.

Summary of Skill Set Generated During the Project

Keyboards for Kids

- Ability to read and play sheet music on the piano
- Improved ability to concentrate and memorize
- Increased self-discipline, self-expression and self-esteem

Young Chefs

- Teaches participants about balanced nutrition and kitchen safety
- Participants learn to plan meals within a budget
- Help children learn to prepare snacks and meals
- Children also learn about proper food storage, table manners and clean-up

After School Programs

- Improved social skills, cooperation and team play
- Increased literacy and improved language skills for ESL students
- Exposure to activities such as drum circles, theatre sports, gardening and field trips that they may not otherwise experience

- Increased self-awareness, esteem and leadership ability
- Improved communication skills and a decrease in bullying behaviour
- Allow participants the opportunity to be involved in healthy activities and not illegal street crimes

Morning Program

- Improved health and nutrition
- Better concentration throughout the school day
- Increased social skills, participation and overall sense of well-being

Summer Program

- Greater appreciation for the environment, including an understanding of how to grow their own organic garden
- Opportunity to experience fun and recreation in a safe, supportive environment
- Exposure to natural environments that they would not otherwise have the opportunity to experience

Program Evaluation

Keyboards for Kids

Music is an important form of artistic expression, but it is often unaffordable for inner-city families. Keyboards for Kids is a free program that makes piano accessible to all children. Evaluation criteria for this program are the number of children registering, the number of children that carry forward, and the improvements in skill level of the participants.

Interest for the program continues to grow exponentially from one year to the next. Unfortunately, a reduction in available volunteer instructors has limited the number of children that we can accept into the program. 80% of the children enrolled in Keyboards last year registered again this year. Following the final recital last June, parents and teachers commented on the significant improvement in the students that have been involved in the program for several years. A number of community members have shown their support for Keyboards for Kids by donating keyboards and music books to the program.

Young Chefs

Evaluation criteria for this program are based on an increase in knowledge and skill level in the planning and preparation of nutritious, low-cost meals. As the program progresses, children require less prompting for things like hand washing, clean-up, and table manners. At the end of Young Chefs children invite their families for last day of programming where they prepare a meal and share it with their families. This allows the children to display the skills they have learnt and shows the progress they have made.

After School Programs

This program is the first program that we implemented formal quantitative measurement for. In 2010, ICCP programs continued to focus more on crime prevention workshops and social awareness including multicultural awareness, crime prevention, anti-bullying, understanding media and advertising, racism, and internet safety throughout all programs. Evaluation areas for the after school program include self-esteem, leadership, conflict management, relationship building, healthy choices and social skills. Self-esteem and leadership skills showed the most improvement with over half of the children displaying improvements in these areas.

Morning Program

There are over 150 children that participate in this program daily. Without this program many of these children would not eat breakfast, or would arrive to school late. Measures of success include an increase in the number of children eating a morning meal, more children arriving to school on time, higher attendance rate and increased concentration throughout the day. “A nutritional breakfast is needed to refuel [children’s] body and brain. This assists them in remaining alert in class, gives them the stamina to face the day, allows a wider range of verbal skills, improves memory and assists in general problem solving. “

-From “Breakfast, Kids and Learning,” <http://www.localschooldirectory.com/k-12-articles>

Summer Program

Seventy-five children participated in our six-week “Summer in the City” camp. The summer programs allow the young people to experience fun and recreation in a safe, supervised environment that they might not otherwise experience. Measures of success are the regular attendance of the children in our programs and the number of children on our waiting list.

Formal Outcome Measurement for our Programs

We have completed outcome measurement tools for our After School Program but have not developed them for our other programming. This will be a focus for the coming year.

Director of Programming Goals and Outcomes

- 1) To gain three new community partnerships

The Director of Programming worked to maintain current partnerships with Big Brothers Big Sisters, Mother Teresa Schools, City Centre Church, Alberta Music Education Foundation, Sacred Heart Community Collective, the YMCA Enterprise Centre, the Edmonton Food Bank, etc. These partnerships along with interagency participation in CIAFV (Community Initiatives Against Family

Violence – Bullying Workgroup), CSGV (Community Solutions to Gang Violence – Early Intervention Workgroup). In the 2009/2010 year the Director of Programming engaged in new partnerships with Norwood Elementary school, the Out of School Programming Committee, Carol's Quality Sweets, Edmonton Celebrate Canada Committee and renewed ties with City Centre Education Program.

As part of building external long-term relations with the community we are honoured that in Fall 2009 Edmonton Oilers player Jason Strudwick agreed to be the Patron of our organization. Jason's commitment to the organization shone through when he and his wife graciously agreed to be the Co-Chairs of our successful 2010 Golf Tournament. Jason and Schoena Strudwick have once again committed to the ICCP by agreeing to Co-Chairs of the 2011 ICCP Golf Tournament. In early 2010 Jason came out to McCauley and Mother Teresa schools to visit with our children and play some floor hockey with them. The children had a wonderful time connecting and playing with Jason. In speaking about the ICCP and the children Jason said "I have been fortunate enough to have spent some time with these kids. Their energy and positive attitudes opened my eyes to how successful these programs have been. I am inspired to do my part to ensure the continued success and growth of ICCP. ICCP is giving kids within our community an opportunity to make the right choice when they come to a fork in the road." We are pleased and proud that Jason has chosen to commit to the work and the children of the ICCP.

- 2) To increase the number of children served by 10%

An aggressive recruiting campaign online, using CAPS and by onsite marketing at Grant MacEwan University we have enough staff to run programs. Volunteers are recruited through our website and our partnership with Big Brothers and Big Sisters Society of Edmonton. All of our programs stayed the same or saw an increase in attendance except for our Keyboards for Kids program (which is run completely by volunteers).

- 3) To seek out two to three additional sources of sustainable funding.

In November 2010 the AGLC granted a Casino to help with our funding. Our next Casino will be in July 2011. We received major funding from our Golf Tournament and are will be hosting another Golf Tournament in 2011. The Highbury Foundation, Summit Foundation and Edmonton Celebrate Canada Society also donated funding. The Oilers Community Foundation provided funding for our Spring Break Camp. The Edmonton Community Foundation will also provide 3 years of funding for the Director of Programming Salary through to 2012.

What the Children are Saying

“I love spending time with my friends. We are a family. I wish programs were every day.”—ICCP child grade 1

“Before I joined programs me and another student were total enemies. When we started going to programs together we got to know each other and became good friends. I really like it when we get to go on fieldtrips or do special crafts or baking and stuff. I never used to like sports but we do lots of gym games with the staff and I’m starting to get more into it. I also like that we are always learning new things. I really like our leaders too.” – ICCP Child Grade 5

“I love programs because I get to be a leader and learn responsibility. We get to play with the little kids and learn how hard it is to take care of kids!”

*I like craft. My favourite day is Thursday because you get [to go on] computers.”
--ICCP child, grade 2*

“I love spending time with my friends. We are a family. I wish programs were every day.” --ICCP child, grade 3

Personnel

Staff & Volunteers

The continued success of our programming can be attributed in large part to the hard work and dedication of our staff and volunteers. The caring, warmth and consistency displayed by our staff and volunteer team provides positive role modeling for our children and keeps them excited about our programs. As the majority of our instructors are students and only work 4-9 hours per week, there tends to be a fairly high turnover rate from one semester to the next. This year we increased our pay scale, held four workshops for our staff team, including orientation event for new and returning staff, hosted two staff/volunteer appreciation events, etc., with the intention of increasing our staff numbers and retention. These efforts helped to increase our retention levels throughout the year, and a number of staff returned in fall term or committed to returning in the winter term. Our volunteer program has seen an 11% increase this year, with volunteers donating 1660 programming hours, 182 policy-related hours and 30 hours of fundraising support. This increase can be attributed in large part to our partnership with Big Brothers Big Sisters Society of Edmonton.

Fundraising Efforts

As our programs have expanded and previous donors have reduced their sponsorship, it has become increasingly necessary to diversify our donor portfolio. This year we applied to a number of foundations including the Edmonton Celebrate Canada Society, the Edmonton Oilers Community Foundation, the Summit Foundation and the Highbury Foundation as well as receiving a variety of donations from individuals, churches and small businesses. Funding was applied for through Federal and Provincial Summer Employment programs. The Edmonton Community Foundation agreed to fund the Director of Programming salary for the next three years through to 2012. A Golf tournament was planned and held in June 2010 and has raised our profile in the

community considerably. Our media partnerships with 91.7 the Bounce and CTV gave ICCP access to the wider community. Our Golf Tournament Co-Chairs Edmonton Oilers Player Jason Strudwick and his wife Schoena Strudwick also increased our profile. The Director of Programming, the Funds Developer as well as the Golf Committee worked at developing relationships with a number of corporate bodies to invite to our Annual Golf Tournament and develop long term, mutually beneficial relationships.

Our plan for increasing revenue and reducing expenses involves a marketing strategy, and developing relationships with an increased number of funding bodies. We have been marketing the program to the wider community by participating in a number of interagency groups and by doing presentations about our programs to the community (churches, service clubs, universities etc). Over the past year, we have developed external media relations and held our second major Golf Tournament both as a fundraising event and to raise awareness of our organization in the community. We have also held other fundraising events over the year to help raise our profile. The development and maintenance of community partnerships will continue to be a priority in the years to come. We will also be focusing on expanding our donor portfolio and connecting with long-term funding sources in order to secure sustainable resources.

This year the Board of Directors voted to formally change the name from Edmonton Inner City Children's Project Society to Edmonton Inner City Children's Society in early 2010. Our Public name is now Edmonton Inner City Children's Program and is shortened to ICCP. As part of our developing our Image the Director of Programming in conjunction with Fund Developer and the Board of Director's rebranded the ICCP with a new logo, which has been advertised in on the webpage and in the second Golf Tournament.

The Board of Directors is a volunteer group from varying professional and community backgrounds who are very committed toward the community they serve. They meet four times yearly as a whole, while Executive and various other committees meet at least bi-monthly to discuss good governance practices, fundraising and other society business. The ICCP Strategic Plan delineates specific outcomes, which were developed to aid ICCP in staying on target with its objectives. The Board of Directors, staff, volunteers and community partners are committed toward ensuring success in all areas of ICCP operations and programming. A copy of the strategic plan is available upon request.

Cliff Whitford, President

Khatidja Khalfan, Director of Programming