

Central Alberta  
**Pregnancy  
Care**  
Centre

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***Annual General Meeting  
Report 2017***

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## **Introduction**

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In 2017, the decision was made to change the CAPCC's fiscal year end from December 31<sup>st</sup> to August 31<sup>st</sup>. This change better reflects the timing of annual fundraise events.

Although a shorter season to report on, it is well defined by the chosen theme of our 2017 Fall Banquet, Abundance.

*"More than we asked for or imagine, to God be the glory" Ephesians 3:20.*

Abundance was experienced through:

- The team of staff that went beyond their duties to facilitate the construction of the CAPCC new office space, phase two of the Maternity Home Program, to the preparation of the move, the move itself and getting settled into the new location.
- Volunteers that filled in and stepped up to fill other roles and put in extra hours.
- Board members that invested more resources, supported the staff in so many ways and rolled up their sleeves when hard work was needed.
- The many volunteers, trades and donors that blessed us with time, quality work and financial gifts.

We are thankful that although we were preparing for and experiencing a big transition, our mission — offering support and education to individuals and families who are impacted by pregnancy — was not compromised and remained our focal point.

Our client numbers are slightly lower in both our Red Deer and Olds locations by 18% and our fundraising goals are on target with the projected budget. Olds experienced a decrease of 25% from their banquet. Rita Fahlman's three month leave of absence and the lack of direction at the Olds Banquet on the amount needed to be raised could have contributed to this decrease. Overall, the Olds location is healthy with new staff in place who are growing in their roles.

We were excited to celebrate the Rocky Mountain House new location in January. The leadership and volunteer base has done great work and is having a positive impact on the community and surrounding areas. The search for a larger location has already begun, although nothing suitable has been found yet.

As for the vision to continue to expand throughout Central Alberta, we have been approached by the communities of Drumheller and Stettler, but at this point do not have the resources to expand further. We are hopeful that we will be able to serve these communities in the future.

The third Annual Dramatic Musical Production, "What We Didn't Know" fundraising event for the Capital expansion of the Maternity Home was a great success. The event was at the Memorial Centre with an estimated 2400 people in attendance over the 4 shows and \$67,742 was raised. The planning for the 2018 event began this summer under a new Director, Sharon Nielson. Our partnership with Andrew Kooman was not renewed.

The CAPCC Maternity Home Program continued to complete intakes and clients moved in. Although the construction of Phase 2 presented new challenges to the existing program, the team of staff did their best to minimize discomfort and inconveniences to the clients.

An interim senior leadership contract agreement was entered into with Brenda Watts to help carry some of the extra demands on our Senior Director of Operations and Development, Lisa Smith and our accounting technician, Nancy Anderson. Brenda also been assisting in evaluating the organizational chart and the roles needed to be added or modified to sustain the organization. Rebecca Peters, Communications Coordinator resigned from her position in January 2017 and a contract was put in place with Andrew Kooman.

In summary, the season was marked with: construction, capital fundraising (currently 70% raised), Olds location leadership transition, RMH new location start up, many new community outreach and relationships, search and establishment of new direction for Easter Production, preparations for the fall banquet and grand opening and the move on August 14<sup>th</sup>.

It is with grateful hearts that the CAPCC staff, board, and volunteers continue to serve. We continue to strive toward our values of excellence and simplicity in all areas, remembering that the clients are at the heart of all that we do. I am blessed to work alongside a team of devoted individuals. I am thankful for the way that God prepares us, individually and collectively, to be part of His "Abundance".

In His Service,

Anne Waddell  
Executive Director

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## **Olds Location**

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The Olds location has been in operation since 2014 and continues to serve client needs in the community. The Olds Centre experienced a change in staff with the Director taking a leave of absence (which resulted in a resignation) and a Maternity Leave for the Admin staff. As a result, 2 new staff were hired. Throughout the year, the Centre offered options counselling and saw an increase in live births. The Clothing Boutique continued to be well used with 121 visits. We are grateful for the ongoing donations and support from the community.

The Olds Centre has been blessed with a male mentor who has been able to meet with a male client during the evenings.

In addition to Options Counselling, the Centre was able to offer Keys to Young Parenting (one on one) to clients as well as Steps to Sexual Health.

In June this year CAPCC Olds participated in the Summer Oldstice event to connect with the community, as well as attending a Health Expo. Plans for the fall include participating in the Olds showcase, the Didsbury showcase, and the Sundre Health Expo.

CAPCC Olds continues to enjoy the partnership with Clothing for a Cause, which adds approximately \$500.00 to our income per month through the sale of textiles.

In reaching out to local schools, an opportunity to discuss Sexual Health at Olds Koinonia took place in June, with another potential opportunity with Olds Junior Senior High School in the fall. A visit to the Olds Junior High School, and Olds College were made in August for the Steps to Sexual Health and Post Abortive Recovery Education (P.A.R.E.) programs.

Our spring banquet this past March was well attended. With new staff, a new cross section of our Central Alberta Communities were represented. The Pomeroy Inn and Suites have given us four more years, after this March 1, 2018, of free banquet space for which we are grateful.

As the new CAPCC Director of our Olds location I am humbled to have the opportunity to support our community through this amazing organization. I continue to enjoy the learning curve, seek God's wisdom for discipling and equipping our volunteer team, and look for new and innovative additions to the fund development process.

Cindy Palin  
Olds Centre Director

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## **Rocky Mountain House Location**

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Since opening the Rocky Mountain House Office last December we have been busy finishing the training for our volunteers with clients. We have seen 22 clients with 61 visits and 22 individual classes. We are in the process of starting up the Clean Program (Male Pornography Addiction Healing) and Boundaries Program (How to set healthy boundaries) and we hope to offer these to the community in 2018. We have received a request from a couple more people for Basic Volunteer Training. We continue to receive client referrals from the local doctors, hospital and other resources.

I continue public speaking engagements and will be setting up one per month. I continue to attend Interagency meetings and making connections within the communities surrounding Rocky Mountain House, attending community functions sharing what services we offer.

We require a larger more private facility and I have been actively looking for the last few months. There are buildings empty, however, the rents are very high and the premises require a lot of work.

We are holding our third annual Dessert Night fund raiser on November 30<sup>th</sup>. We are expecting approximately 260 people, with 3 client stories and a large silent auction. The silent action items are donated from companies within the community. We have again had a wonderful response and support from our community.

As the Rocky Mountain House Director I am so honored to work with such dedicated teams and receive such amazing support from the Red Deer office and the Rocky Mountain House volunteers. Our Client Advocates are continuing in their learning and finding ways to help or seek resources locally and externally for our clients.

Susan Campbell  
RMH Centre Director

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## ***Mission, Vision, and Values***

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The vision of the Central Alberta Pregnancy Care Centre is

***"We ENVISION Central Alberta as a COMMUNITY that HONORS EVERY LIFE through the RESTORATION and TRANSFORMATION of individuals to WHOLENESS"***

The mission of the Central Alberta Pregnancy Care Centre is

***"To offer support and education in a loving Christian environment to individuals and families impacted by pregnancy"***

The values and beliefs of the Central Alberta Pregnancy Care Centre are:

- We believe, as Christians, we are called to support those most vulnerable and in need
- We believe in and promote healthy pregnancies, deliveries and loving homes
- We believe each person has the right and responsibility to make well informed decisions about their personal life choices
- We believe in unconditional acceptance, respect and confidentiality
- We believe in the power of reconciliation and healing
- We believe in the sanctity of all human life
- Our services are available to anyone, regardless of race, religion or values

As a member of the Canadian Association of Pregnancy Support Services (CAPSS), the Central Alberta Pregnancy Care Centre adheres to the following CAPSS core documents.

- Sanctity of Life Statement
- Statement of Faith
- Statement of Principles
- Our Commitment of Care and Competence
- Stewardship Policy
- Code of Counseling Ethics

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## ***Paid Staff***

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From January 1<sup>st</sup> to August 31<sup>st</sup>, 2017, the Central Alberta Pregnancy Care Centre Society employed 8 full-time employees, 6 part-time employees and 4 contract employees between the three office locations:

- Executive Director (f/t)
- Senior Director of Operations & Development (f/t)
- Client Services Director (f/t)
- Executive Administrator (f/t)
- Centre Receptionist (f/t)
- Maternity Home Director (f/t)
- Maternity Home Coordinator (p/t)
- Maternity Home Administration Assistant (p/t)
- Client Support Worker (p/t)
- Client Support Worker (p/t)
- Olds Centre Director (f/t)
- Olds Administrative Assistant (p/t)
- Rocky Mountain House Centre Director (p/t)
- Program Coordinator (f/t)
  - a. Salary paid with funding from the Central Alberta Child and Family Services Authority, for contract delivery of the Keys to Young Parenting Program.
- Communications Coordinator (p/t) (2 contractors)
  - a. Contract labor, not an actual employee of the Society
- Accounting Technician (p/t)
  - Contract labor, not an actual employee of the Society
- Interim CFO (p/t)
  - Contract labor, not an actual employee of the Society

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## ***Board of Directors***

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As of August 31<sup>st</sup>, 2017, the Central Alberta Pregnancy Care Centre Society had 9 board members. The Society aims to have board representation from a variety of Christian denominational backgrounds, ages, and walks of life, as well as both male and female representation. The CAPCC board of directors is diverse and unified. It provides spiritual leadership and governance to the organization.

- 5 female, 4 male
- Church affiliations: Baptist, Evangelical Missionary, and Seventh Day Adventist

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## ***Volunteer Staff***

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Volunteers are the heartbeat of this ministry. From January until August 31, 2017, over 13,590 'regular' volunteer hours were donated to the Centre by approximately 86 individuals between all three office locations.

They use their gifts in various ways; by serving as client advocates, receptionists, male mentors, in the parenting program, 24 hour help-line attendees, clothing boutique, Maternity Home and board members. Numerous 'occasional' volunteers also helped out in various areas as needed; by stuffing envelopes, fundraising events and in the Baby Bottle Campaign. Some key volunteers put in many hours readying us for the move this summer and getting us organized after. This year we had youth groups, bible study groups, women's groups and students from local high schools help us with these projects. This is always a great opportunity to talk with them about the work of the Centre and it helps to raise awareness of our ministry in the community.

Our client advocates are the ones who meet with our clients each day and offer compassionate, non-judgemental information and support for clients impacted by an unplanned pregnancy.

Essentially, this Ministry is propelled and sustained by volunteers.

Linda Herron  
Client Services Director

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## ***CAPCC Chairperson Annual Report 2017***

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The Annual Report for 2017 covers a period of 8 months, as opposed to the traditional 12 month year. This was the result of changing the CAPCC fiscal year from the calendar year (Jan–Dec) to a September to August year. The Board felt this timeline better reflected key fundraise dates putting the annual Red Deer fall fundraiser in the first quarter of the year. Despite the shorter year for reporting purposes, the staff and volunteers have managed to pack a full year’s worth of activity in a shorter time span. Once more, what they have accomplished and the blessings God has showered on our ministry has been amazing!

2017 brought with it the recruitment of three new Board members and one resignation. The current Board consists of the following:

Board Executive:

- Greg Wiens, Treasurer (Sept 2013 to present)
- Ian Hartley, Vice Chair (April 2015 to present)
- Dick Thiessen, Chair (January 2013 to present)
- Kathy Malsbury, Secretary (July 2014 to July 2017)
- Alma Funk, Secretary (November 2013 to present)

Directors:

- Janella Spearing (April 2015 to present)
- Suzanne Greenwood (Feb 2017 to present)
- Donna Ellerby (Mar 2017 to present)
- Robert Opoku (July 2017 to present)
- Lola French (October 2017 to present)

We’re delighted to have a wide range of talents and experience on the board and have representation from our satellite offices located in Olds and Rocky Mountain House. Please continue to pray for us.

The Olds Centre continued to thrive under the direction of dedicated staff and volunteers. They have developed a good relationship with Olds College and now have a weekly travelling clinic in Sundre. Rocky Mountain House is also continuing to grow in their ministry. Several other communities have expressed interest in becoming satellite centers and Stettler is already planning fund raising initiatives. We hope to continue to expand as funds and personnel are available.

The Spring Musical Production was once again successful and the support from the community for other fund raisers has also been strong.

Core programs and services were made available to clients throughout the year with much success and in line with the organizational strategic plan. Volunteers continue to be key in offering many of our program and we were fortunate to have several training sessions for new volunteers again this year.

Over the past year, a group of staff and volunteers developed a social enterprise business model for a Thrift Store. Part of the planning included piloting the idea for the duration of the Red Deer Farmer's Market from May through October. The pilot project included the sale of new and gently used infant and toddler wear, Mom's wear, specialty items, quilts and receiving blankets and gift baskets. Nearly 450 customers visited the store over the summer and purchased about 1,800 items that were donated to the CAPCC. Having a presence at the market resulted in an increased awareness of the CAPCC and introduced the public to the idea of operating a permanent Thrift Store where the proceeds would stay in Central Alberta supporting the CAPCC programs. Approximately \$6,000 was raised through the Farmer's Market thanks to 29 volunteers who contributed 800 hours. The response from the community was favourable and the committee is now seeking start up funds and a suitable location.

The highlight of the year no doubt was the completion of Phase 2 of the Maternity Home Program and new office location in Red Deer, thanks to the hard work and financial support of so many people. In the middle of August we were able to move the staff into the new building and vacate the old building. Looking at our current space, I can't imagine how they ever fit into the old building. I was amazed at the organization of the staff and volunteers that completed the move so efficiently. I have never observed as efficient a move. Thank you all!

We would like to acknowledge and offer a very special thank you to the Haan family as well as to all the staff from Eagle Builders. The second and third floor one bedroom suites in Phase 2 of the Maternity Home Program are being furnished and interviews being completed to bring in clients.

I would like to thank the board for their support and dedication and on behalf of the board a heartfelt thank you to our dedicated staff and volunteers. Please continue to pray for God's leading as we move forward.

Dick Thiessen  
Board Chairman

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## **Central Alberta Pregnancy Care Centre Program Reports**

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### **Program Name;**

*Options Counseling*

### **Program Leader:**

Linda Herron, Client Services Director

### **Purpose and goals of the program**

To offer caring support to individuals who are facing difficulties and challenges surrounding pregnancy; not only for the person facing the pregnancy, but also the father of the baby and other family members. We offer clients education about their options and tools so they can make a decision they are able to live with. We want to give them hope for the future. We attempt to reduce the barriers that may make some options seem preferable or unavoidable.

### **Program structure**

Options counseling is primarily one-on-one and mainly informational. We inform clients we are not professional counselors and not a medical clinic. After the first session, we encourage clients to come back for continued support.

### **Program length and frequency**

Length and frequency depend on the clients' needs. Clients can be seen once a week in the beginning and then move forward to every other week, depending on their situation and needs. They are welcome to come for as long as they have need and will often come back periodically to see their client advocate when they are going through rough patches in their life.

### **Clients participation in 2017** *(January to August -Red Deer, Rocky Mountain House, Sundre & Olds combined)*

In 2017 we saw 294 new client cases, 134 of which received options counseling.

### **What went well in this program in 2017**

Clients come first, regardless of meetings, mail-outs, or any other activities happening at the Centre. When a client is in crisis, we are ready. If a volunteer is not available, a staff person will care for that client. This means that all staff need to stay current and ready in their skills. We added four weeks of more intense orientation to the eight weeks of training which has helped volunteers to be ready for the counseling room more quickly. Client advocates have done a great job of phone follow-up with their clients which reflects in better face to face follow up.

**Obstacles or challenges in 2017**

There continue to be times/days where there is a lack of volunteers. While staff are trained to fill the gaps, this of course, affects their ability to complete tasks. As CSD, too much time is spent in the counseling room working with clients whose issues are more difficult or just filling in the gaps. A professional counselor could help fill these gaps, and provide input to volunteer in-services as well.

**What could be done differently next year**

We need to continue to offer training regularly as well as ongoing professional development to volunteers.

**Client quotes:**

*"I feel grateful and I also feel I have hope for my future."*

*"Warm, welcome feeling. Your staff are fantastic!"*

*"All the information; knowing I won't be alone."*

*"I am definitely leaving in better spirits and feel hopeful."*

*"...the feeling that I am accepted."*

**Program Name**

*Maternity Home*

**Program Leader**

Lori Frank, Maternity Home Director

**Purpose and goals of the program**

To provide safe, affordable housing and life skills education to women who desire to carry their pregnancy to term and learn the skills necessary to parent or place their child in an adoptive home and move on successfully in their lives. To find community supports and resources to help the clients reach success and have community support.

**Program structure**

Clients live in the Maternity Home under the 24/7 mentorship and leadership of qualified staff who provide structure, support and life skills training in a safe, loving environment. After this time they can move to phase two where there is support but it is more independent living. In order for them to move into this phase they are required to meet certain competencies.

**Program length and frequency**

Clients can live in the home during their pregnancy and until the baby is 6 months old, some exceptions may apply. After competencies are met they can move into phase two and stay until their child is two years old or until suitable housing is found.

**Client participation in 2017**

Five girls have lived in the home for various lengths of time. We have had approximately 28 intakes throughout the year. Some have been declined for various reasons, others have been accepted but did not follow through.

**What went well in this program in 2017**

We have a cohesive team and all of the staff genuinely care for the clients. There has been a few more long-term clients that we have been able to help and will transition to phase two. We are becoming more known in the community and our intakes and inquiry calls continue to rise. There have been about four times as many intakes and inquiry calls in the past year, which shows that our program is being considered throughout the community.

**Obstacles or challenges in 2017**

Obstacles have been learning what is the best practice for the program. Due to there not being many other programs like us it can be hard sometimes to have nothing to follow. All of the programs are different, none are the same. It can also be challenging as each client is unique and finding what will work best for them. Communication between MH staff and Centre staff has been a challenge at times.

**What could be done differently next year**

Continued regular staff meetings/training with MH Director, staff and with CSD. Participate in training as it is provided and can help understand our clients more. I hope that we can have more positive male role-models for our clients. I think there is a lot of benefit to this.

**Program Name**

*Post Abortion Recovery and Education (P.A.R.E.)*

**Program Leader**

Linda Herron, Client Services Director

**Purpose and goals of the program**

The purpose of PARE is to aid in the healing the wounds of post abortion issues. The depth of healing is multiplied when women see and meet with other women who have had the same experience. Recovery is enhanced when a woman realizes that she is not alone in the feelings and experiences she has walked through.

**Program structure**

Four women who have had a personal abortion experience volunteer in this program. We are equipped to offer PARE in a group format, or in a one-on-one setting in the counseling room. It is up to the client to decide what she is most comfortable with.

**Program length and frequency**

The group program is offered once a week, for ten weeks.

**Client participation in 2017**

There were 4 clients who went through PARE in 2017.

**What went well in this program in 2017**

The few who participated experienced great healing and growth.

**Obstacles or challenges in 2017**

Currently our lead in the Red Deer office is a volunteer who makes herself available for the PARE group and one on one clients. Many post abortive women are "lost" while trying to arrange appointments with the PARE leader. Would like to be able to offer more for post abortive men.

**What could be done differently next year**

Having a trained post abortion worker on the premises/available more would increase the opportunity for immediate contact. Ideally, to have a paid staff running post abortion training and programming would serve the clients best.

**Client quotes:**

*"...have never before felt so safe and supported."*

*"...loved the gentle understanding of the leaders..."*

*"...how I was able to be honest even if I did not agree with everything..."*

**Program Name**

*Keys to Young Parenting*

**Program Leader**

Marsha Klassen, Program Coordinator

**Purpose and goals of the program**

Vision of the program is to have young confident parents bring up healthier families.

Goals of the program include improve the health, safety, confidence, and self-worth of both the children and the parents; increase understanding of how a child physically and mentally develops; provide a safe non-judgmental environment that builds mutual support among parents and community resources.

**Program structure**

The program is a group setting, however one-on-one support is also available if needed. Learning is achieved both through instruction and discussion.

**Program length and frequency**

Keys is a free 10 week program that is offered up to 3 times a year in Red Deer. It runs on Wednesday afternoons from 1:00 - 3:30 p.m. Keys is offered twice a year in Olds. It ran from 6-8pm in the spring and fall. Step Up is a follow up program for clients who have completed the Keys Program. This group meets once a month.

**Client participation in 2017**

17 clients participated in Step Up

24 clients registered for Keys, with 14 clients completing the entire program.

**Obstacles or challenges in 2017**

The three biggest challenges for the Keys to Young Parenting program are:

1. Client numbers—There were not enough clients signed up for the Keys program in Olds to run a group this year. I did meet with two ladies both together and one-on-one in Olds but it is too costly to continue this practice.
2. Child Care—finding consistent, adequate childcare seems to be a challenge that continues to come up. This fall session has been better and so far it has always come together but there is room to rethink how we could better find what we need.
3. Space—It has been exciting to move into our new location in Red Deer and run Keys here. However, the childcare room is not large enough to accommodate the number of children who come to Step Up and so I moved Step Up back to the First Christian Reformed Church.

**What could be done differently next year**

Due to the small numbers of clients in Olds, along with a number of clients who do not fit within the Keys parameters, I have decided to create a one-on-one curriculum. This curriculum will consist of 14 lesson plans that will be able to be implemented by all client advocates in all locations. It will be a self-contained unit

with all of the materials necessary so that a client advocate can put the lesson together and implement it in a counselling room. I am doing my best to have this ready to implement in the New Year, however I have not had the time I would like to work on the material and so am not guaranteeing a completion date at this time.

I am also considering changing the time of the Keys program to the morning. The reason for this is that there are a greater number of women who could then help with childcare as it wouldn't interfere with them picking up their children from school, or being home for their children after school. More thought needs to go into this before a final decision is made.

**Client quotes:**

"Some of the important things I learned in this program were nutrition, parenting techniques, car seat safety, and family law and budgeting."

"I found the program helpful, got more tools and a better mindset."

"I have been documenting conversations with my child's father, my anger management is better, and I am prioritizing bills."

"I feel like I can better understand and care for my child."

"Doing Keys in a group showed me I wasn't alone."

"Being part of a group was motivating and I enjoyed getting to know others."

"I liked the group and all the different advice."

**Program Name**

*Steps to Sexual Health*

**Program Leader**

Linda Herron, Client Services Director

**Purpose and goals of the program**

To help clients who have experienced sexual abuse, sexual trauma or sexual misuse to find healing, in the area of their sexuality and to come to a restored set of core beliefs about themselves. As clients are empowered to make healthier decisions in relationships and sexuality, they are more likely to avoid future unplanned pregnancies and provide a more stable future for their children.

**Program structure**

The program is delivered via a 10 week DVD series (Steps to Sexual Health, by Dr. Doug Weiss). Volunteers who have themselves 'worked through' the 10 sessions with the Client Services Director may lead clients through the program one-on-one. The DVDs combine an informational and counseling approach. Participants are each given a workbook that corresponds with the DVD sessions, and are encouraged to complete the applicable exercises with the support of their peer counselor. The program is only offered in a one-on-one style.

**Program length and frequency**

10 sessions. The program is offered to individual clients on an as-needed basis.

**Client participation in 2017**

23 clients participated in at least one session of Steps to Sexual Health from January 1 until August 31, 2017.

**What went well in this program in 2017**

As more volunteers become trained, more clients seem to come ready for this program. We see clients making radical changes in their lives as a result of what they learn.

**Obstacles or challenges in 2017**

While the content of the DVD's is fine, the program appears a bit outdated, i.e. Clothing, hair, glasses. This program is not suitable for men. Have not found a suitable, similar style program that is specifically for sexual health for male clients.

**What could be done differently next year**

Talk with CAPSS about contracting Dr. Weiss to create a male version of the program and an updated female version.

**Client quotes:**

*"I have known for years I had to do something with this pain in my life and until I heard about the Sexual Integrity program, I didn't know where to go with that. The program has helped me a lot to put some of the pain behind me, and it made me realize the feelings and fears I had were from a reality in my history. I feel free and more prepared for the rest of my life."*

*"I see things in a brand new way and now I understand better some of the bad choices I have made in my past and am determined to live a new way."*

*"I had no idea until now how the sexual abuse of my childhood had affected many of the decisions I have made in my life that have hurt not only me, but my children as well. I want to do better so my kids can do better."*

**Program Name**

*Prenatal Program*

**Program Leader**

Linda Herron, Client Services Director

**Purpose and goals of the program**

We currently have two volunteers who are registered nurses and provide prenatal teaching to clients. There are a list of specific topics we try to cover to ensure a healthy pregnancy and increase the knowledge of the parents. We cover anatomy, physiology of mother and baby, birth plans, breathing, false versus true labor, what to pack for hospital, onset of labor, natural ways to cope with pain, medical interventions, Post-Partum recovery, breastfeeding and much, much more.

**Program structure**

This year our sessions have been offered as one-on-one personal classes, tailored to each individual client's needs & concerns, depending on how far along they are and their amount of knowledge about pregnancy. Because having too many people involved in their lives can be overwhelming, some clients choose to give up their client advocate and have only the prenatal instructor during her pregnancy. In this case, the instructor will also be available to offer information and referrals as well as counseling. Rather than being specific classes, the prenatal information is given in a relational manner.

**Program length and frequency**

Sessions are 1 – 1.5 hours long depending on need. Usually clients will meet every 2 – 4 weeks with their instructor.

**Client participation in 2017**

Prenatal: 17

**What went well in this program in 2017**

Clients who were able to take part grew in knowledge and were able to access other services as well.

**Obstacles or challenges in 2017**

We could use more nurses to teach the prenatal. The nurse we have been primarily using is off for several months having surgery.

**What could be done differently next year**

Recruit more nurse volunteers. Encourage client advocates to go through Pregnancy and Birth material with clients to ensure they are using the material.

**Client quotes:**

*"I like that I felt listened to."*

*"It was really comfortable and I liked that my boyfriend could come too."*

*"I learned so much stuff!"*

*"I didn't think I needed the classes, but I guess I didn't know what I didn't know."*

**Program Name**

*Male Mentoring*

**Program Leader**

Linda Herron, Client Services Director

**Purpose and goals of the program**

We currently have two male mentors who volunteer weekly. They are able to offer counseling support to men who are facing an unplanned pregnancy, relationship issues or require fathering support. We had one male volunteer who regularly made contact with men looking for fathering support.

**Program structure**

Visits are offered one-on-one and are informational and counseling. 24/7 Dad was offered one-on-one this year.

**Program length and frequency**

Sessions are 1 to 1.5 hours long and the men can choose to come weekly or as often as they like. Clients seen less will often be contacted by phone to maintain contact.

**Client participation in 2017**

24 men participated in the male mentoring or 24/7 Dad.

**What went well in this program in 2017**

The male client advocates continues to grow in skill as they face different scenarios and rely on God's leading. The 24/7 Dad clients have been open about what they see as their real needs and client advocates have adapted teaching to accommodate them.

**Obstacles or challenges in 2017**

The 24/7 group did not happen; perhaps due to a lack of availability of the volunteer facilitator.

**What could be done differently next year**

Continue to offer one-on-one fathering support until one or two male leader can be recruited.

**Client quotes:**

*"My male mentor was awesome! He didn't judge me and seemed like he really heard me."*

*"I wasn't sure I wanted to come here, but am sure glad I did."*

**Program Name:**

*Clothing Room Ministry*

**Program Leader:**

Linda Herron, Client Services Director

**Purpose and goals of the program:**

The clothing boutique offers practical support to our clients by providing for their most basic needs. The boutique can be seen as a bonus feature of being a client of the Centre. There are some clients who only want to access the free clothing, diapers or formula. We require that they meet with a client advocate so we can determine their needs and offer supports and referrals as needed. For clients who choose to carry to term and parent, a large gift layette is prepared and delivered by their client advocate.

**Program Structure:**

The clothing ministry is funded completely on a volunteer basis.

Material goods donors in 2017 included individuals, families, church groups, businesses and other community agencies.

Material goods donated: New and gently used baby and maternity clothes, diapers and wipes, diaper bags, formula, baby carriers, hygiene items, gifts for moms and dads, Christmas gifts, baby toys, stuffed animals, crib materials, Bibles and books, handmade quilts and blankets, and receiving blankets plus many other items.

We have volunteers who take responsibility for the clothing boutique and comes in on an as-needed basis to sort through new donations and keep the room well stocked and organized.

**Program Frequency:**

Clients are permitted to visit the clothing boutique once a month. We have forms for both baby and maternity items, and there is a limit to how many items a client is allowed to take each time they come in. Individuals accessing the clothing boutique must be 'clients' of the Centre. It is available to any other individuals one-time only in an emergency situation.

**Number of clients who made use of this ministry in 2017**

We were able to accommodate our clients 462 times from January 1 until August 31, 2017.

**Program Name:**

*24 Hour Helpline*

**Program Leader:**

Linda Herron, Client Services Director

**Purpose and goals of the program:**

To have a real voice available for clients when they feel the need to talk about something related to an unplanned pregnancy or a past abortion after office hours.

**Program structure**

Helpline volunteers have taken the volunteer training and take turns receiving calls when the Centre is closed. The intention behind the help line is to direct a person to make an appointment for a counseling session at the Centre. This program is not intended to counsel over the phone, but to listen and refer or make an appointment.

**Program length and frequency:**

After hours availability

- 5:00pm-9:00 am Monday through Thursday
- 5:00pm Friday through 9:00am Monday morning

**Client participation from January 1<sup>st</sup> until August 31, 2017**

33 Help Line phone calls were answered.

**What went well in this program in 2017**

Online scheduling is available for helpline workers to actually book appointments for clients from their home if they have computer access. If not, the workers email information about any calls they dealt with to the Client Services director first thing in the morning so follow up can be done if needed. Helpline workers looked after their own schedule in terms of trading between themselves if needed.

**Obstacles or challenges in 2017**

Some of the helpline workers do not come to the Centre for other volunteering. Communication is lacking with them.

**What could be done differently next year**

Host a Helpline workers meeting once or twice throughout the year.

## **Facility**

### Brief History...

In September 2008, the Central Alberta Pregnancy Care Centre Society purchased a facility (all previous locations were rented). The building at 4610-48 Avenue was originally a home built in the 1950's. The 2000 sq. ft home was later converted to a commercial property, extensively renovated, and expanded, just a few years before it became 'ours'.

In 2015, a building and adjacent empty lot was purchased in downtown Red Deer after a community needs assessment was completed and vision of developing a Maternity Home was evident. The second floor of the building was renovated to include four bedrooms (each with a private bathroom), shared kitchen and living room space, staff office and living quarters, referred to as Phase one on the Maternity Home Program.

In the fall of 2016, a ground breaking ceremony took place on the adjacent empty lot with plans to construct a three storey building that would connect to the existing building on the first and second floors. Construction began in March of 2017 by Eagle Builders. In August of 2017, after the sale of the 4610-48 Ave building, the CAPCC re-located to the new office and program space located at 5116 - 47th Street. This 12,952 sq foot space includes a main reception area, four counselling rooms, boardroom/classroom, volunteer office and lounge, kitchen, Clothing Boutique, storage, and, staff offices. The second floor contains three one bedroom suites, childcare room, visitors lounge and shared laundry room. The third floor includes four - one bedroom suites and shared laundry. Each suite leads to a community patio on each floor.

The Olds and Rocky locations continue to be leased. While the Olds office has ample space to meet client needs, the Rocky office is quite small and a larger location is being sought.

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***Statistical Overview and Comparison to  
Previous Years  
(combined total from all office locations)***

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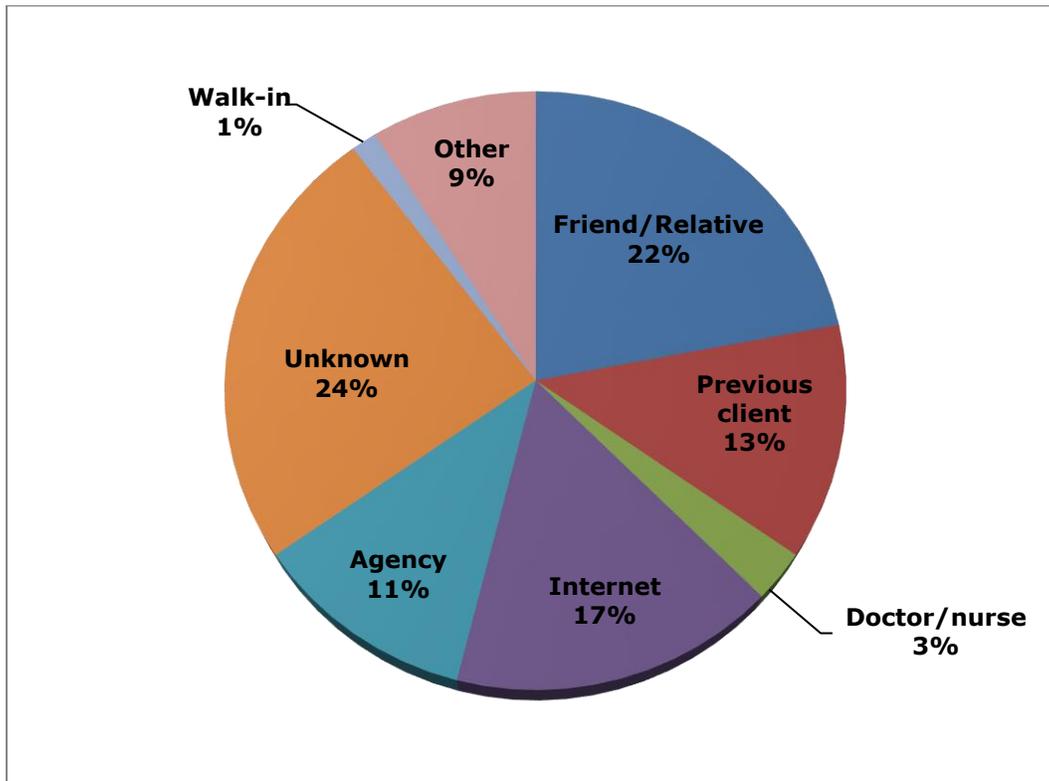
\*Numbers reflect stats from January 1<sup>st</sup> to August 31<sup>st</sup> of each year

	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Total all New Clients (inc. former clients with a new concern)	294	322	273	251
Total Clients Receiving Options Counseling	134	154	139	132
Return Visits	958	1144	921	730
Follow-up Correspondence	3377	3859	2909	1949
Clients Creating Adoption Plans	9	1	6	7
Clients Receiving Post-Adoption Support	1	5	3	2
Clients Placing for Adoption	2	3	1	0
Clients who received Steps to Sexual Health education	23	28	31	26
Average # of <i>new</i> clients per month	29	35	28	27
Post-Abortion Clients	4	12	6	5
Spiritual Conversations	221	264	200	174
# of times clients have received prayer	210	317	173	187
Bibles given out	12	18	10	9
Clients who received parenting education	19	54	44	21
Prenatal Education clients	17	12	6	19

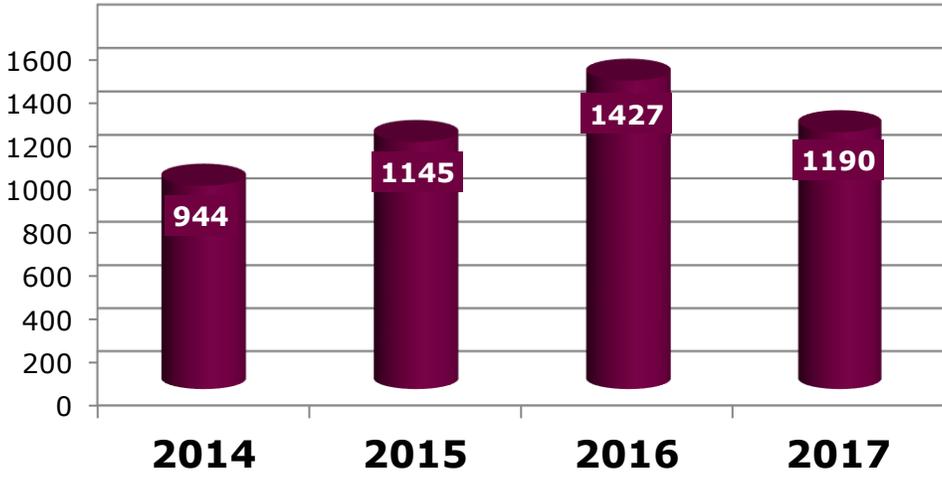
## Referral Sources

Referral Source	2017	2016	2015	2014
Friend/Relative	64	83	71	81
Agency	33	31	23	19
Doctor/Nurse	8	11	8	13
Return Client (previous client with new case)	37	36	17	24
School	3	7	6	1
Internet	48	55	41	40
Church	4	5	13	7
Walk In	4	6	10	8
Other PCC	6	3	1	1
Unknown	71	66	64	42
Other	15	19	19	15

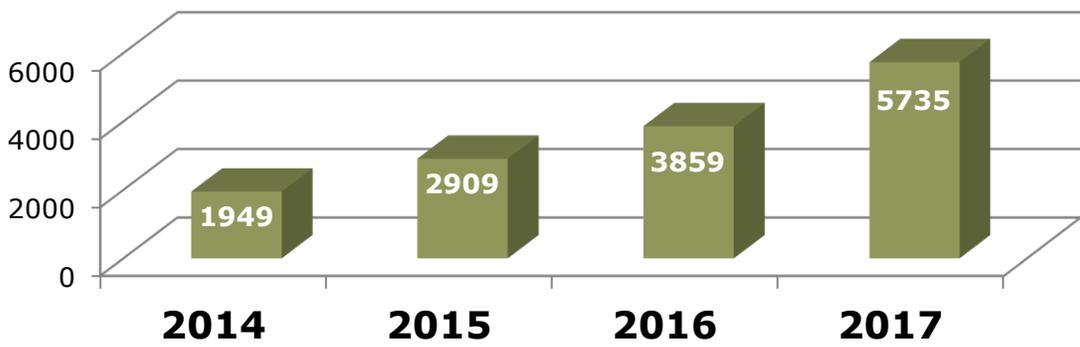
### 2017 Referral Sources



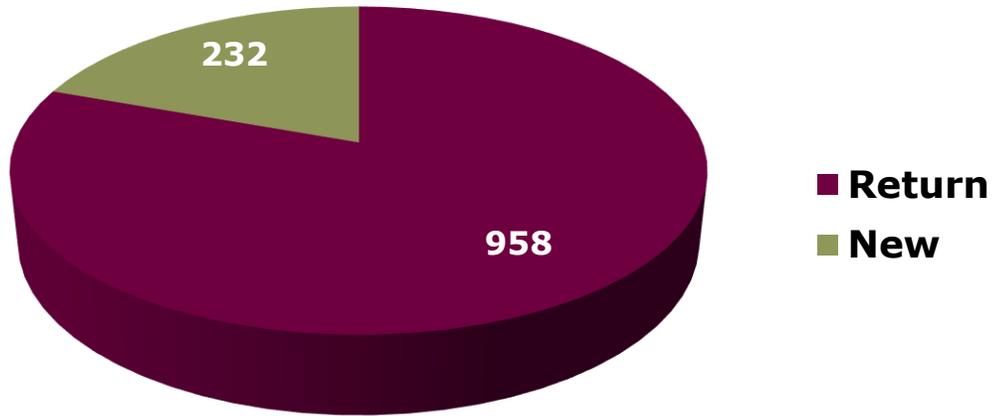
### Total Client Visits



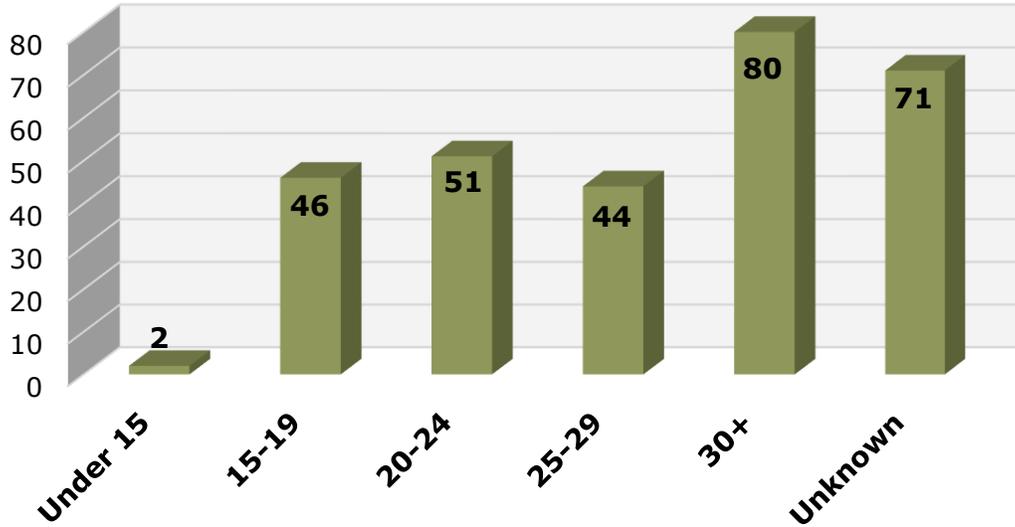
### Correspondence with Clients



## Client Visits in 2017



## Age of Clients in 2017



## Clothing Boutique

