IMPACT 2016

MAKING EDMONTON A SAFER CITY IN ONE GENERATION
**MISSION**
To inspire citizen engagement and coordinated agency action to strengthen and sustain community safety in Edmonton.

**VISION**
A city in which every Edmontonian contributes to a community where everyone is safe and feels safe.
As our community relationships deepen REACH, as a backbone organization, can react quickly to emerging needs whether by convening new collaborations, being invited to join other initiatives, or sharing our learnings with national and international audiences.

2016 Highlights

WrapED (Wraparound Edmonton)

Moving young people affected by violent crime away from the threat of gangs.

- Public Safety Canada (the WrapED funder) invited REACH to present in Ottawa at a national meeting on crime prevention organizations
- Front-line staff met peers at a national Wraparound Knowledge Exchange in Ottawa, organized in part by REACH
- WrapED videos were featured at a United Nations conference in Ecuador

Collaborative Partners:
Africa Centre, Edmonton
John Howard Society, Edmonton Police Service, Native Counselling Services of Alberta, REACH Edmonton and YOUCAN Youth Services.

24/7 CRISIS DIVERSION

Helping people in distress, who don’t need emergency services, get to a safe place. The 24/7 Crisis Diversion team is available 24 hours a day, 7 days a week, 365 days a year.

- Grew from 3 to 5 teams; expanded reach to include Whyte Avenue and greater Edmonton
- Increased alignment with Edmonton Police Service, Emergency Medical Services and Rogers Place arena security
- Improved the 24/7 Edmonton App, helping service organizations to share information more easily

Collaborative Partners:
Boyle Street Community Services, Hope Mission, Canadian Mental Health Association (211), Edmonton Police Service, Alberta Health Services Emergency Medical Services and REACH Edmonton.

ALL IN FOR YOUTH

In the first six years, REACH convened partnerships to develop Schools as Community Hubs, and provided the backbone role for the Out of School Time (OST) Collaborative. Both promote family and community safety by offering programs during the critical out-of-school hours.

In 2016, REACH and the United Way of Alberta Capital Region worked as co-backbone organizations to transition these initiatives into All In for Youth.

Collaborative Partners:
Boys and Girls Clubs Big Brothers Big Sisters of Edmonton and Area, City of Edmonton, E4C, Edmonton Catholic Schools, Edmonton Public Schools, Edmonton Community Foundation, Family Centre, REACH Edmonton and United Way of the Alberta Capital Region.

“We’ve seen that the outcomes are phenomenal. The return on investment, financially, and also in human terms, has been massive as well.”

Julian Daly, Executive Director, Boyle Street Community Services
436,000+
people reached in the
24/7 Crisis Diversion
#JustCall211 campaign

98,585
people reached within the
first 24 hours of the
#JustCall211 campaign launch

“In our day and age, policing workload
is increasing year after year and we need
to find innovative ways like the
24/7 Crisis Diversion team to help us
manage our workload more efficiently
and that’s what these teams do.”

Staff Sgt. Derek McIntyre

THE CHALLENGE IS SIMPLE: ensure
every Edmontonian feels safe in our city
and can access the help they need, when
they need it.

But the solutions are complex, requiring
new ways of thinking and working.

REACH Edmonton tackles this by bringing
people together to find innovative
prevention approaches for both chronic
safety issues and emerging situations.

When Edmonton opened its doors to
Syrian refugees in 2016, REACH,
together with the OST partners, secured
federal funding for additional summer
programming for 359 children and youth.

REACH provides guidance to
organizations doing similar work both
nationally and internationally. REACH
initiatives align with many others including
EndPovertyEdmonton and the Truth and
Reconciliation Commission.

REACH Edmonton’s impact on community
safety and crime prevention is key to
Edmonton being a city where we can all
contribute and thrive.

209%
increase in events
from year 1 to year 2

39%
events someone
called 211 to report

7-12 AM
busiest hours for crisis
diversion teams

37%
events referred by
police and EMS

REACH Training:
3,300
front-line service
providers trained in

40
workshops and sessions
organized by REACH
Linda McConnan, REACH Board Chair

**EVERY YEAR AT REACH** the board identifies outcomes and targets for each initiative and program with which REACH is involved. In 2016, I’m proud to say that in many cases REACH outperformed our targets.

We’ll move toward defining criteria for initiatives, to ensure our focus remains on catalyzing, building and backboning sustainable new projects.

We’ll continue to evaluate and refine the REACH role in Edmonton’s spectrum of community safety and crime prevention initiatives.

As always, the REACH Report recommendations remain foundational in working toward our goal of making Edmonton a safer city in one generation.

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**Summer Camps**

359 children and youth including recently arrived Syrians participated in 8 culturally appropriate summer camps offered by 9 community groups, with 1 group (YWCA) expanding programs throughout the school year.

“**I see in you, future councillors, future mayors, future MPs, maybe even future prime ministers. There is no limit to what you can accomplish here.**”

Honourable Amarjeet Sohi, Federal Minister of Infrastructure and Communities, talking to young girls recently arrived from Syria, attending summer camp.

2,585 children and youth from vulnerable or recently arrived families attended a summer camp offered through four Out of School Time (OST) programs.

100 community group representatives took free training on offering OST programs, at the 2016 OST Conference.

The OST Collaborative is a partnership of community groups, community leaders, service delivery agencies, social institutions and Edmonton citizens.
A woman coming to the session is maybe a victim of family violence … the group is a resource. They learn, share experiences and advise each other.

Jan Fox, REACH Executive Director

IN JUST SIX YEARS since the start of REACH Edmonton, we’re deeply involved in numerous initiatives touching the lives of thousands of Edmontonians.

Working in collaboration, we scaled up 24/7 Crisis Diversion to respond to 7,943 people in distress. The enhanced 24/7 Edmonton App used by the crisis diversion teams, is more efficient and responsive to increased incoming referrals and data collection.

I am often humbled by the dedication of our committed partner agencies and community groups, as well as our REACH team. Collaboration is challenging and sometimes messy, but together we are changing the status quo for the better, in our approach to community safety and prevention.

Jan Fox, REACH Executive Director

“"My youth facilitator pushes me to get to where I want to be – in a good way.”
WrapED youth participant

RIRI 2.0 REACH Immigrant and Refugee Initiative
Family Violence Prevention in a Cultural Context

15 cultural navigators
work with
raising awareness and providing support for issues relating to family violence prevention and building healthy families.

In 2016, cultural navigators and RIRI partners held:

23 Oromo women’s group meetings
9 men’s group meetings

8 ethno-cultural and LGBTQ+ communities

38 community-building events
44 youth sessions

Collaborative Partners: Catholic Social Services, Changing Together, City of Edmonton, Edmonton Mennonite Centre for Newcomers, Islamic Family and Social Services Association, Multicultural Health Brokers Cooperative, Pride Centre of Edmonton and REACH Edmonton.

“"A woman coming to the session is maybe a victim of family violence … the group is a resource. They learn, share experiences and advise each other.”
Cultural navigator on engaging with women in RIRI

WrapED youth: (statistics as of December 2016)

67% Male
60% Indigenous
16 years old (average)
37% Non-caucasian ethno-cultural

Youth enrolled since WrapED’s start:
141
### REVENUES:

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### EXPENDITURES:

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Contributions to Other Organizations | 803,576 | 751,799 | 624,040 |

Program expenses:
- **24/7 Service Delivery Program** | 1,671,300 | 1,623,592 | 1,166,176 |
- **WrapED** | 1,288,844 | 1,275,910 | 1,154,512 |
- **CIC – OST Programming** | 244,999 | 224,904 | 0 |
- **Families and Community Safety Program** | 152,607 | 125,393 | 0 |
- **Civil Forfeiture Fund** | 47,106 | 42,660 | 170,474 |

Total expenses | 3,404,856 | 3,292,459 | 2,491,162 |

Excess (deficiency) of revenues over expenses | 329,346 | 372,614 | (48,771) |
REACH Board of Directors

Linda McConnan, Chair
Tim Adams, Vice Chair
Dr. Kristopher Wells, Secretary
Brad Jesson, Treasurer
Susan Christine Matheson, Past Chair
Grant Ericksen
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Pilar Martinez
Amy Nelson
Gary Nelson
Robert Philp, Q.C.
Khalid Tarabain
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REACH Advisors

Tony Harder, Deputy Chief, Edmonton Police Service
Dave Loken, Edmonton City Councillor
Lyall Brenneis, City of Edmonton

REACH Leadership Team

Jan Fox, Executive Director
Lindsay Daniller, Director of Community Initiatives & Strategic Development
Adele Towns, Director of Finance & Corporate Services

REACH Staff

Marilyn Gray
Holly Hallborg
Michelle Harvey
Kelly Holland
Lisa Langston
Brittany Lewchuk
Jodie Mandick
Jill McGinn
Ann Nicolai
Justin Otteson
Arthemon Rurangwa
Helen Rusich
Madeleine Smith
Matthew Taylor
Katherine Tracy
Ryan Valley (till May 2016)

Our work at REACH is possible through generous support from the City of Edmonton, the Government of Alberta and the Government of Canada. REACH does not compete for funding with direct service providers. REACH is a backbone organization helping its collaborative partner organizations, who provide frontline services, to mobilize needed resources.

We acknowledge that REACH does its work on traditional land that is Territory of the Treaty 6 First Nations and the Métis Nation of Alberta Zone 4. We acknowledge and thank the diverse Indigenous peoples whose ancestors’ footsteps have marked this territory for centuries such as: Cree, Dene, Saulteaux, Nakota Sioux, Blackfoot, as well as the homeland of the Métis and the Inuit. It is a welcoming place for all people who come from around the world to share Edmonton as a home. Together we call upon all of our collective honoured traditions and spirits to work in building a great city for both present and future generations.