



2019

REACH ANNUAL REPORT



BUILDING A
SAFER CITY
TOGETHER



COMMUNITY ALIGNMENT

REACH is dedicated to facilitating partnerships and collaborations in communities, with agencies and governments. Using data-driven strategies, we connect natural partners to create innovative ways of addressing complex social issues.

In 2019, we increased capacity for community initiatives, especially in the McCauley neighbourhood. We worked to create more inclusive community meetings, door-to-door engagement, increased online engagement and a significant move toward community driven action. These actions have led to Increased community mobilization, empowerment and ownership of the initiative.

In 2019, REACH extended this holistic work across the province and the country by working with communities across Alberta on the Building Capacity in Rural Crime Prevention project, participating in social innovation through Edmonton's Shift Lab and co-chairing the Canadian Municipal Network on Crime Prevention.

"It sounds wildly simple but it's quite profound. REACH, the City of Edmonton, and Edmonton Police Service are together breaking down traditional barriers, integrating our data, and implementing a whole new way of getting the right help to people in need."

Kris Andreychuk,
Acting Manager, Data Science
at City of Edmonton

The **24/7 Crisis Diversion** initiative aims to provide comprehensive, coordinated access to 24-hour service for the most vulnerable citizens to reduce the need for expensive medical, judicial and police intervention. 24/7 Crisis Diversion partners collaborate on winter emergency response models and the 24/7 Edmonton app to streamline data collection for frontline service workers.

In 2019, we began prototyping a Connector role to enhance warm hand-offs for people and referrals of individuals with complex needs to multi-agency services. This pilot involved ethnographic research, which is helping us better understand who the clients are and what specific barriers they face so gaps in services can be directly addressed.



13,955
Crisis events
responded to



46,995
Outreach
engagements



1,495
Crisis events
during February



18,191
Unique calls directly
went to 211 and
were diverted from
emergency services



THE REACH VISION



A city we are proud of, in a region which is harmonious, where all people, including the first peoples on whose lands we reside, are included, feel safe and are safe.

THE REACH MISSION



To strengthen community safety in our city and region through innovative ideas, building relationships and inspiring action.

The REACH Immigrant and Refugee Initiative (RIRI)

supports culturally appropriate community building, builds stronger relationships between ethnocultural communities and mainstream services, and creates capacity and leadership skills among youth and community leaders.

Cultural Navigators connect their communities to settlement agencies and broker service systems while fostering relationships with community leaders. Navigators help communities actively identify their own needs and connect with resiliency-building supports.

The Police and Youth Engagement Program (PYEP) is a youth-led, community-driven initiative that engages police and builds capacity in immigrant and refugee youth. In 2019, more than 100 youth developed leadership skills including public speaking, facilitation and evaluation. Thirteen of these youth were employed as leaders during the two-week summer program.

"The best thing about REACH Edmonton is they get into contact with natural and elected community leaders and ask: is there anything we can do together? Can we work together? What are your needs? That is where they are unique. And that is why RIRI was a very successful project."

*Joseph Luri,
Cultural Navigator*



LEADER'S MESSAGES



Don Iveson,
Mayor
City of Edmonton

On behalf of City Council, I'd like to congratulate REACH Edmonton on another successful year.

REACH has a history of partnership and collaboration with the City. In 2019 REACH and the City of Edmonton's Analytic Centre of Excellence worked together on integrating and using data to efficiently respond to people in unsafe situations — to coordinate the right help, in the right place, at the right time. This community safety initiative, a partnership between REACH, City of Edmonton Corporate Security, Community Standards, Edmonton Transit Service, and Edmonton Police Service, is unique in Canada. Its evidence-based prevention and safety learnings will be shared with other cities and countries.

As we continue to navigate the COVID-19 pandemic, the work of REACH Edmonton is more important than ever. REACH plays an important role in making our city safe for everyone. I thank REACH and all its sponsors and volunteers for playing an important role in working to increase community safety and crime prevention.



Pilar Martinez,
Board Chair
REACH Edmonton

Strengthening partnerships and convening new collaborations are cornerstones of our work at REACH. Together, we can tackle complex issues with innovation, flexibility, and solutions that make a difference.

In 2019, the REACH team participated in several new initiatives, including some that extend beyond our city's border. We supported a partnership between five Alberta communities to develop prototype models for a rural crime prevention strategy. REACH also continues to be a national leader with the Canadian Municipal Network on Crime Prevention. Because of REACH's expertise in backbone support, we were asked in 2019 to continue working with Coalitions Creating Equity on local and provincial fronts, supporting partners to address systemic issues regarding equity and discrimination.

Closer to home, our work with community members in McCauley to create a more connected, safe, and vibrant neighborhood has fostered several new community driven initiatives. These increased connections between residents, businesses, police, and community groups, and built community resilience.

REACH's Board of Directors continues to work on fostering excellence internally, broadening our range of experiences, ages, ethnicities, and backgrounds. As a result, we're integrating more varied and distinct insights into our commitment to furthering the REACH vision and mission.

As we experience the impact of COVID-19 we are witnessing the city collaborate in extraordinary ways to support vulnerable Edmontonians. Thank you to the REACH team, our board members, funders and our partners for your tenacious passion. Together, we are making Edmonton a safer place for everyone.



Jan Fox,
Executive Director
REACH Edmonton

WrapED provides a blended model of youth work and high fidelity wraparound services for youth at risk of or engaged in gangs. Program participants are provided support to focus on setting goals and taking steps to make positive change in their lives. Each participant is unique, and WrapED is responsive to their diversity and needs. WrapED is a partnership of six organizations, with each partner lending their unique strengths and experience to the program and its participants.

In 2019, WrapED was generously funded by the Edmonton Community Foundation, the Stollery Charitable Foundation, and the Government of Alberta.



“ I’ve learned I want to positively interact with people, to be a good influence instead of a negative one. I also want to grow. This is really tied to every goal I make. This program is not only training me to manage my life but also how to be a leader and mentor to others.”

WrapED Youth

In 2019, WrapED served **37 youth**

REACH partners with **All In For Youth** to get at-risk children and youth successfully through their educational journey to high school completion by increasing students’ academic achievement and engagement in school while developing their resiliency. The OST Collaborative supported 14 groups that served 1,388 children and youth over the summer of 2019.

REACH works with the **Out of School Time Collaborative** to build capacity among community groups offering Out of School Time programming, which increases the quality of programming while making it more accessible to vulnerable children and youth. Five OST Gathering meetings were held throughout 2019 and 205 individuals from children and youth serving agencies registered for the OST Conference.

Bridging Together empowers immigrant and refugee children and youth, helping them integrate into Canadian society while overcoming the challenges of their settlement journeys and to become successful, contributing community members. Twelve Bridging Together partners collaboratively exceeded client targets in the third year of the partnership, providing programming to 668 clients.

The **Joint Use Summer Access** program provides summer access to school facilities for Indigenous, immigrant and other community groups experiencing social marginalization. Seventeen groups accessed 35 school sites to offer programming to a total of 2,597 participants in the summer of 2019.



#YEGAmbassadors is situated in the Business Improvement Areas and works with community and small businesses in developing the local economy. The #YEGAmbassadors improve the safety and vitality of the area and its many vulnerable businesses and community members.

Thanks to the environmental scanning, surveys and other data collection work of the past few years, we know so much about the community the #YEGAmbassadors work in. This data has been shared with 311 and used by the program partners (City of Edmonton, North Edge Business Association and REACH Edmonton) to inform stakeholders regarding many environmental and social issues in the area and to affect City policy, such as with the public washroom pilot project.



1,000+
Environmental issues
reported to 311



Bi-weekly
Newsletter developed
with business resources



2,700+
Engagements
through Foodie
Friday social
media campaign

REACH Training is continuously growing and evolving, now offering programming to larger systems while responding to the emerging, complex needs of the community. REACH continues to build partnerships and share resources so we can do more with less.

In 2019, REACH partnered with the Trauma Informed Edmonton Committee to offer training, in addition to organizing a three-day gathering for front-line workers as well as a two-day training series for supervisors and managers for a total of 288 participants. REACH also partnered with Recovery College Edmonton (Canadian Mental Health Association) to deliver peer to peer support for frontline workers providing mental health and substance abuse support. Lastly, REACH has also partnered with the Centre for Race and Culture to provide training in intercultural understanding, social inclusion, equity and anti-racism.



668
people participated
in training sessions



21
in-service Indigenous
content sessions were
offered to 403 people



FINANCIALS

2019 Budget 2019 Actual 2018 Actual

Revenues

City of Edmonton operating contribution	\$5,343,668	\$5,336,168	\$4,730,136
Other grants and contributions	\$2,222,688	\$1,804,403	\$2,235,293
Training	\$45,000	\$12,738	\$10,756
Administrative fees	\$42,000	\$46,491	\$24,450
Other income and recoveries	\$25,000	\$21,459	\$23,080
Investment income	\$30,000	\$35,903	\$19,683
Membership sales	\$5,500	\$3,905	\$4,770
	\$7,713,856	\$7,261,067	\$7,048,168

Expenditures

Program expenses	\$5,680,652	\$5,150,184	\$5,199,482
Finance, operations and information technology	\$1,906,419	\$1,878,738	\$1,871,713
Community impact and investment	\$104,785	\$112,065	\$155,787
Amortization of capital assets	\$22,000	\$22,495	\$21,706
	\$7,713,856	\$7,163,482	\$7,248,688

Excess (deficiency) of revenues over expenditures		\$97,585	(\$200,520)
Net assets, beginning of year	\$323,645	\$323,645	\$524,165
Net assets, end of year	\$323,645	\$421,230	\$323,645

BACKBONE AGENCY

In 2019, REACH Edmonton provided backbone support to the following initiatives:

- » 24/7 Crisis Diversion
- » 24/7 Edmonton App
- » Bridging Together
- » Coalitions Creating Equity
- » Edmonton Cannabis Coalition
- » Family Violence in a Cultural Context
- » Joint Access Summer Program
- » Middle Years Project
- » Not In My City
- » Police and Youth Engagement Program
- » Out of School Time
- » Resource Connect
- » Building Capacity in Rural Crime
- » Safer McCauley
- » Sexual Exploitation Working Group
- » Supportive Transportation
- » The Organization for the Prevention of Violence
- » WrapED
- » #YEG Ambassadors

REACH Board

- » Pilar Martinez – Chair
- » Donna Ludvigsen - Vice-Chair
- » Leigh Newton -Treasurer
- » Ben Whynot - Secretary
- » Linda McConnan
- » Brad Jesson
- » Tim Adams
- » Allison Downey-Damato
- » Grant Ericksen
- » Adil Hasan
- » Robert Philp
- » Matt Ward
- » Ben Weinlick
- » Kristopher Wells

Advisors

- » Jackie Foord
- » Councillor Scott McKeen
- » Councillor Sarah Hamilton
- » Laurie Hawn
- » Chief Dale McFee

Leadership Team

- » Jan Fox, Executive Director
- » Kris Andreychuk
- » Lindsay Daniller
- » Holly Hallborg
- » Michelle Harvey
- » Madeleine Smith
- » Adele Towns

Staff

- » Lydia Adilu
- » Jay Aggarwal
- » Sofia Alani
- » Axella Apostol
- » Jodie Berry
- » Yvonne Calaunan
- » Jaime Calayo
- » Mark Davis
- » Cassandra Gagnon
- » Marilyn Gray
- » Kelly Holland
- » Hayley Irving
- » Lisa Kardosh
- » Ali Mahdi
- » Jill McGinn
- » Rie Nakai
- » Ann Nicolai
- » Christy Parker
- » Helen Rusich
- » Madhushhika Sinhara
- » Katherine Tracy

The work we do at REACH is possible thanks to generous support from the City of Edmonton, the Government of Alberta and the Government of Canada.

As a backbone organization, REACH does not compete with direct service providers for funding.

REACH does its work every day on Treaty Six Territory, a traditional meeting ground and traveling route for the Cree, Nakota Sioux, Saulteaux, Blackfoot, Dene, Homeland of the Métis and home to Métis Region IV as well as Inuit Peoples. REACH, along with the City of Edmonton and all the people here, are beneficiaries of this peace and friendship treaty. We acknowledge and thank the diverse Indigenous people whose ancestors' footsteps have marked this territory for centuries. Together we call upon our collective honored traditions and spirits to work in building a great city for both present and future generations.

GET IN TOUCH

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