



Safer Together:

Building a safer Edmonton through
Equity, Diversity and Inclusion.

2021 ANNUAL REPORT

REACH Edmonton believes that a safe and vibrant city is one where our diversity is valued, and everyone is treated fairly and feels like they belong. Diversity not only allows different kinds of people to come together, but it also creates opportunities for different and emerging perspectives to shape how we live, work and connect with one another. These perspectives inject a richness and vibrancy into the city that REACH Edmonton is committed to help nurture and grow.

REACH Edmonton works alongside Edmontonians knowing that the solutions to some of the complex issues facing our city come from within communities. With this, REACH sees its role as a platform for community members to share their expert knowledge regarding the issues that impact them the most.

2020 brought about not only the pandemic, but critical social discourse around systemic racism, equity and the role of enforcement agencies in the community. These complex issues only heightened REACH's role as a community convener and a platform with which these issues could be explored with diverse community partners. To overcome the obstacles and challenges that some of our community partners face, REACH is working towards a framework to better incorporate equity, diversity and inclusion (EDI) practices into the organization. Through this, REACH hopes to better serve the community in removing barriers to engagement, listening to diverse perspectives and ensuring there is space for all to be a part of solutions.

24/7 Crisis Diversion teams are dispatched and deployed to respond to Edmontonians' requests for non-emergency crisis support through 211 or as a result of direct calls triaged by EPS, EMS and Peace Officers diverting those resources from non-emergency situations. Throughout the pandemic, teams worked tirelessly, often putting themselves at risk to ensure vulnerable community members got the help they needed as teams were the only transportation service for them to access testing and isolation spaces.

The program continues to test a Connector role, which seeks to improve interagency coordination to help individuals struggling to navigate service systems. In 2020, the Connector role developed the Soloss project, a short pilot that aims to build

the role of "Losstenders" who are passionate community members eager to use their talents to address the unresolved grief and trauma vulnerable community members face. The Connector also supported the development of the Access Network, a hub to support frontline workers from multiple service agencies to coordinate responses for some of the most critical clients whose situations were becoming more complex in the pandemic. The program is actively contributing to the newly formed International Crisis Response Association, sharing its knowledge and experience on crisis response with other municipalities such as Toronto, Winnipeg, Victoria, Portland, and New York.



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.

REACH Edmonton is a backbone organization with the goal of significantly increasing community safety in the Edmonton region in one generation. We bring community members and organizations together to delve deeply into the underlying causes that make people feel unsafe in their communities, such as racism, inequity, poverty, intergenerational and pre-migration trauma, discrimination, and homelessness.

Using the collective impact approach, we work with partners to identify the gaps in addressing these issues and create new

approaches aimed at increasing people's perception of safety and inclusion. Together we're building a culture of community safety and well-being. REACH is committed to fostering innovation and continuous improvement in its initiatives. One of our key roles as the backbone organization is working with partners to establish and maintain shared measurement practices. We use these to evaluate, monitor, plan, and adapt initiatives to changing needs, based on what we've learned.

THE BOLD NEW REACH STRATEGIC PILLARS

EQUITY, DIVERSITY, AND INCLUSION

SYSTEMATIC INTEGRATED EVALUATION

BUILD AND STRENGTHEN SOCIAL TRUST

STRENGTHEN COALITIONS FOR SOCIAL IMPACT

CONCENTRATE EFFORTS FOR IMPACT

LEADER'S MESSAGES

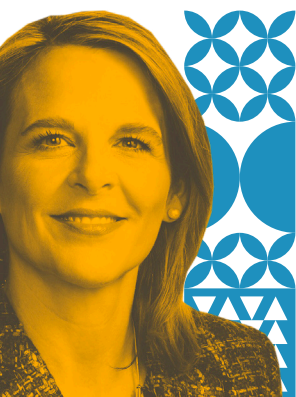


As Edmonton continues to grow, so will the diversity of its population. In this growth, it has never been more important that we ensure that all Edmontonians, from all walks of life, feel heard and safe. I congratulate REACH Edmonton for another year of safeguarding the safety and well-being of our communities.

When the critical global discourse around systemic racism, equity and the role of law enforcement agencies took place in 2020, REACH stepped forward as one of the many community leaders contributing their knowledge and expertise to the City's public hearings. REACH continued to further this discourse by participating in the Community Safety and Well-Being Taskforce and the Anti-racism Advisory Committee, sharing insights collected from their initiatives which include the 24/7 Crisis Diversion Program and Coalitions Creating Equity.

Looking to the future, the City of Edmonton will need to continue to listen to and welcome diverse perspectives in how we can build this city together so that everybody feels, and is, safe. It is for this reason that I thank REACH Edmonton for the work that they do.

Don Iveson, Mayor, City of Edmonton



REACH's Team and Board of Directors are proud to share with you the work accomplished in 2020. The outcomes achieved with our community partners solidify the idea that strength comes from diversity.

In 2020, REACH's Board of Directors began developing their new strategic framework, titled "A Bold New REACH", that directs the work of the organization, better responding to the needs of community partners. Among the five pillars driving this new strategy is a commitment to furthering EDI practices in the organization. This incorporates greater diversity at leadership and governance levels, increased focus on developmental opportunities for diverse staff and the creation of an equity framework.

On the organizational level, the REACH team has been hosting a regular speakers series welcoming community partners to share with staff their different approaches to EDI practices. We have had the privilege to learn from Indigenous and BIPOC leaders from across Edmonton.

COVID-19 continued to be a major challenge to the communities we worked with and only heightened the inequities some of them face. REACH staff were quick to mobilize resources and supports for these communities. Noteworthy efforts included the more than 500 laptops secured for marginalized families and the training given to community partners to provide their programs virtually.

Thank you to the REACH team, our board members, funders and our partners for understanding that success is only achieved when we all succeed. Together, we are making Edmonton a safer place for everyone.

Pilar Martinez, REACH Board Chair
Jan Fox, Executive Director



The REACH Immigrant and Refugee Initiative continues to build the capacity of cultural minority leaders to engage and respond to the needs of their community. In 2020, the Cultural Navigator Model, a framework that relies on linguistically and culturally appropriate supports, expanded to create mentor supports. It was developed to share mentors' knowledge off settlement and broker services; and their relationships with emerging ethnocultural communities, Edmonton Police Services, Edmonton Public Schools and other systems.

Due to the pandemic the Youth Navigator Model was created in 2020 in which 10 youth navigators were hired. Through virtual platforms, these youth were able to take workshops on building leadership skills, community engagement and mentoring. Youth applied these skills in the community through peer-to-peer opportunities.

Coalitions Creating Equity (CCE) is a provincial initiative that aims to combat incidences of hate, racism and discrimination. Participating regions include Wood Buffalo, Edmonton, Red Deer, Calgary and Lethbridge. In 2020, the CCE released their Response Model to Hate which includes recommended protocols and resources for reporting hate incidents in various contexts. The document also includes a De-Escalation Guide which gives community members strategies to support victims of hate.

Regional groups collaborated across the province to address racial issues such as the Yellow Vest movement, Black Lives Matter and the inequity of emergency responses to COVID-19. Locally, CCE Edmonton continues to convene groups invested in furthering equity, diversion and inclusion, and supports the work of the City of Edmonton's Racism Advisory Board.

YEG Ambassador teams work directly with business owners, residents, social agencies and Business Improvement Areas to create connections, understand area needs and support businesses with economic development and community safety. In 2020, the pandemic severely impacted businesses, and to support them ambassadors developed creative ways to keep their doors open. This included initiatives like the Month of Murals which promoted the public art downtown, the YEG Takeout campaign and the YEG Pivots Podcast which gave businesses a platform to discuss top of mind issues. Ambassadors also developed pandemic response resources to support and assist some of the most vulnerable businesses and BIAs to sustain themselves during this time.

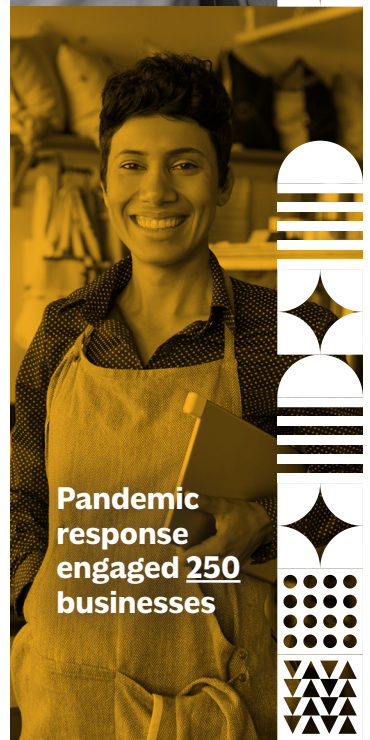


**4 hired
Cultural
Navigators**

**6 community
mentors**



**12 partners
in CCE
Edmonton**



**Pandemic
response
engaged 250
businesses**

The **Out of School Time Collaborative (OST)** continued to provide programming to youth. Because of the pandemic however, OST groups often found themselves acting as case workers for families who needed access to resources like food, internet, information and other support. This highlighted the inequities faced by families participating in the programs. Working alongside the Electronic Recycling Association and the Edmonton Chamber of Voluntary Organizations, REACH was able to connect youth in need of computers for school to over 400 devices.

In 2020, OST also worked alongside the Middle Years Project. The intent of the collaborative was to design and implement an out of school prototype for children 6-13 years old. The design focused on current programs and natural supports in the community.

Bridging Together collaborated with Three Hive Consulting to produce the Year 2 Report and found that for every \$1 invested into Bridging Together programs, there was a social return on that investment of at least \$3.30.

In July 2020 REACH started building the process to map child and youth services across Edmonton. In September 2020, REACH agreed to convene the Youth Services Coordination Committee, composed of IRCC funded, newcomer child/youth service providers. A focus of this committee is to improve collaborative efforts to provide services for newcomer children and youth, and refining referral processes among service providers and school staff. Near the end of 2020, REACH connected with MAPS Alberta and 211 to align mapping youth services with existing initiatives in the city, with the intention to reduce the reporting burden on partners.

WrapED aims to offer strength-based support, prevention, and intervention to youth and their families to address root causes of social disorder, including the prevention of youth involvement in gangs. With the support of the Government of Alberta, the WrapED partners continue to work with youth at risk of or already engaged in gangs. With the support of WrapED staff, youth focused on making positive change in their lives and set goals such as securing independent housing, obtaining part-time or full-time employment, or completing their education.

A collaborative evaluation framework was developed with partners from The Calgary Centre for Newcomers to learn about youth gang prevention in Alberta's two largest cities. Results will provide information about youth and gangs in the province, through the use of evaluation tools that track outcomes.



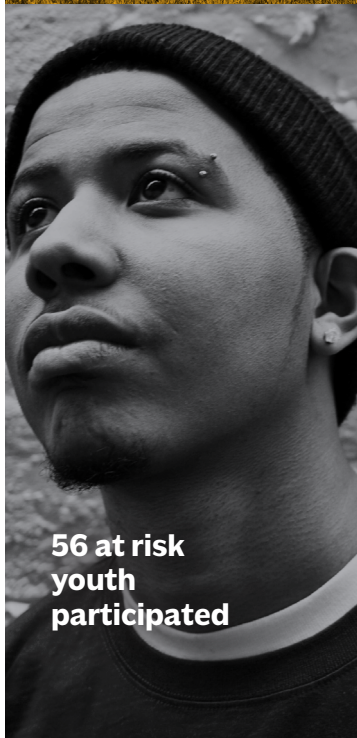
Online conference attracted 170 attendees

12 programs funded

550+ OST participants



24 groups & 109 programs have been mapped



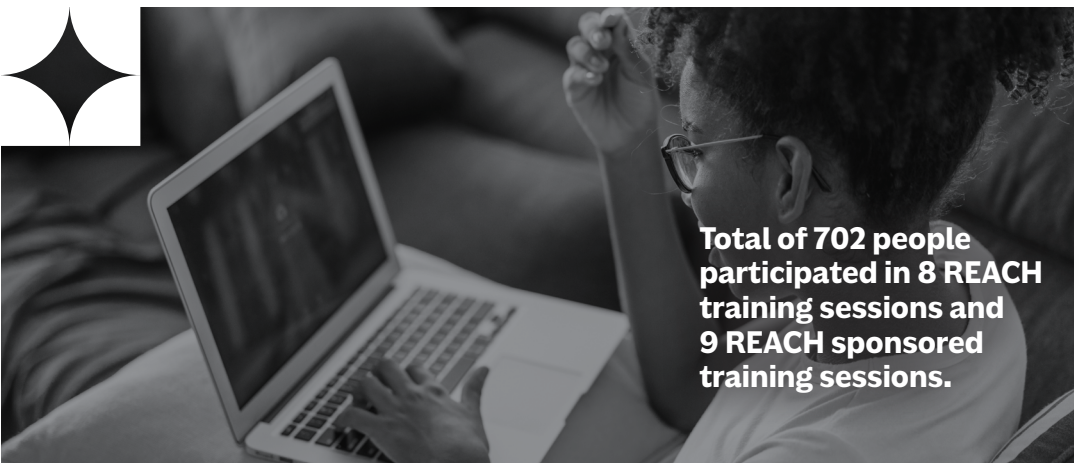
56 at risk youth participated

FINANCIALS

	2020 Budget	2020 Actual	2019 Actual
Revenues			
City of Edmonton operating contribution	5,503,141	\$5,248,575	\$5,336,168
Other grants and contributions	\$1,646,306	\$ 1,270,037	\$1,804,403
Training	\$15,000	\$ 2,512	\$ 12,738
Administrative fees	\$0	-	\$46,491
Other income and recoveries	\$25,000	\$ 11,588	\$21,459
Investment income	\$30,000	\$14,289	\$35,903
Membership sales	\$0	\$250	\$3,905
	\$7,219,447	\$6,547,251	\$7,261,067
Expenditures			
Program expenses	\$5,255,806	\$4,709,014	\$ 5,150,184
Finance, operations and information technology	\$1,830,641	\$ 1,748,670	\$1,878,738
Community impact and investment	\$110,500	\$ 110,432	\$ 112,065
Amortization of capital assets	\$22,500	\$ 21,866	\$22,495
	\$7,219,447	\$6,589,982	\$7,163,482
Deficiency of revenues over expenses	-	(\$42,731)	\$97,585
Net assets, beginning of year	\$421,230	\$421,230	\$323,645
Net assets, end of year	\$421,230	\$378,499	\$421,230

REACH Training continues to provide frontline workers with tools and resources they need to respond to the emerging needs of Edmontonians. The pandemic brought about new challenges and requests for virtual training. Over 180 individuals participated in a live webinar, developed by TEND and co-hosted by REACH and Trauma Informed Edmonton, on Psychological PPE

for the front-line workers and the recording received more than 400 views. REACH has never provided training on one subject to so many participants. This is a very relevant and important effort to support the well being of front-line workers that is being overshadowed by the need to respond quickly to the needs of vulnerable community members.



Total of 702 people participated in 8 REACH training sessions and 9 REACH sponsored training sessions.

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- » Levi Bjork
- » Allison Downey-Damato
- » Grant Ericksen
- » Adil Hasan
- » Sandra Z. Huculak
- » Andrew Leach
- » Donna Ludvigsen
- » Robert Philp
- » Matt Ward
- » Ben Weinlick

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Edmonton City Councillor
- » Honorable Laurie Hawn, PC, CD
- » Jackie Foord,
City of Edmonton
- » Chief Dale McFee,
Edmonton Police Service

REACH Team

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- » Yvonne Calaunan
- » Jaime Calayo
- » Mark Davis
- » Jan Fox
- » Marilyn Gray
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- » Kelly Holland
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- » Lisa Kardosh
- » Claire MacDonald
- » Ali Mahdi
- » Jill McGinn
- » Rie Nakai
- » Christy Parker
- » Helen Rusich
- » Madeleine Smith
- » Adele Towns
- » Jim Zhang

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 our role is to mobilize funding towards community solutions and initiatives.

REACH does its work every day on traditional lands of First Nations and Métis people, referred to as Treaty 6 Territory. 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.



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