

REACH Board

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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.

2021 ANNUAL REPORT



GET IN TOUCH

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REACH Edmonton has been proud to have worked with communities for the past decade towards a city where everyone feels safe and feels like they belong. In this work, we have come to realize the definition of safety for the different communities we serve is broad and complex. One community’s definition of safety can vary greatly from another and it is within this complexity that we believe REACH excels. Nothing better describes the way REACH embraces this complexity than the breadth of initiatives and collaborative networks of partnerships we are a part of. There are no simple solutions to some of the complex issues Edmonton faces and everyone will need to be at the table.

REACH continued to face complex challenges in 2021 as the pandemic continued to impact and destabilize communities. Aside from the impact the

pandemic had on healthcare systems, it also impacted the socio-economic fabric of Edmonton as deteriorating mental health and financial downturn has led to increasing rates of social disorder, unstable housing situations, and a spike in the ongoing opioid crisis.

To respond to this complexity, REACH has had to join new partnerships like the Partners in Drug Poisoning Prevention and expand partnerships like the 24/7 Crisis Diversion working group which now includes more representation of businesses. By committing to an on-going inclusive approach to collaboration, we hope to develop responses that include diverse perspectives in the community.

**24/7 Crisis Diversion Teams** are dispatched and deployed to respond to Edmontonians’ requests for nonemergency 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.

24/7 Crisis Diversion Teams selflessly continued to provide critical frontline support in 2021. During the pandemic, Crisis Diversion teams became the primary form of transit for vulnerable communities affected by COVID-19. The program provided 1,296 instances of transport to

testing and isolation facilities. The dedication and compassion shown by teams during this time cannot be appreciated enough.

To help navigate the complex factors that contribute to the different forms of crisis Edmontonians experience, the 24/7 Crisis Diversion program continues to refine its processes for data collection. The program continues to support the evolution of its 24/7 App which aims to support the program to make decisions informed by accurate data and metrics. Partner specific performance dashboards have also been created to better monitor the impact of teams.



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.

REACH STRATEGIC PILLARS

SAFE AND CARING COMMUNITIES

BUILDING COMMUNITIES WHERE ALL BELONG

STRENGTHENING PARTNERSHIPS

STRENGTHENING TRUST IN COMMUNITIES

STRENGTHENING COALITIONS AND PARTNERSHIPS FOR SOCIAL IMPACT



LEADER'S MESSAGES



Edmonton is a city that is on the rise. More and more people continue to call Edmonton home as we get closer to a city of 1.6 million people. Safety and well-being will mean so many different things for different communities. We will need to find ways to listen and respond to these diverse definitions and it is for this reason that I believe the work of REACH Edmonton is so important.

When drug poisonings and overdoses started to impact Edmonton's core, REACH Edmonton responded by hosting community conversations in McCauley, the neighbourhood hardest hit by the opioid crisis. This event brought together community members, businesses, frontline workers and city departments to discuss ways we can better support those affected. Insights from these discussions are now being used to inform the Substance Use and Addictions Program, aimed to conduct deeper engagement and coordinate a tighter system of services to help prevent drug poisonings and overdoses.

We need to move into the future with courage, compassion and an appreciation for the complexity a diverse city brings with it. Thank you REACH Edmonton for giving communities a platform for ideas to grow.

*The Honourable Amarjeet Sohi, Mayor of Edmonton*



REACH's Team and Board of Directors are proud to share with you the work accomplished in 2021. The outcomes achieved with our community partners exemplifies how progress is made through embracing complexity.

Understanding how an organization contributes to systemic change is a complex and long-standing challenge for most social agencies and non-profit organizations. REACH's Board adopted a contribution mindset and moved more deeply into understanding how to use information to demonstrate system change. REACH's Board has explored how data dashboards and tracking higher level policy impacts can provide value to collaborative community efforts.

On the organizational level, the REACH team continues to value data-informed decision making as REACH continues to be a community leader in data collection and data sharing. Last year we were able to implement the updated 24/7 Edmonton App which collects information for the 24/7 Crisis Diversion Program. Data collected through this app has helped inform program partners of the critical issues facing Edmontonians experiencing crisis.

Thank you to the REACH team, Board members, funders and our partners for understanding that complexity brings opportunities to innovate and try new approaches to address wicked community issues. Together, we are making Edmonton a safer place for everyone.

*Donna Ludvigsen, REACH Board Chair*  
*Jan Fox, Executive Director*



**Addictions Don't Discriminate**, in partnership with the City of Edmonton, is an exhibit that responds to the overdose deaths brought about by the opioid crisis. Stories of addiction and recovery of individuals with lived experience were featured into an interactive exhibit hosted at the Stanley Milner Public Library. The exhibit was successful in creating empathy for those living with addictions, destigmatizing their experiences while connecting the community to valuable resources to learn more about combating the disease.

Three co-design workshops were held with the exhibit storytellers where they had full input and sign-off on how their stories were told. Those who work or have experience on the frontline working in the field were also included in community consultation and review of the exhibit materials before it was finalized.

The exhibit ran for 5 days in November and attracted over 435 attendees which included community members, frontline workers, social agencies and government representatives. The success of the exhibit has reached other communities and requests to host the exhibit are growing.

**Coalitions Creating Equity (CCE)** fosters a community of practice with several municipalities across the province meeting quarterly to network, share information and build relationships. Addressing hate, racism and discrimination is complex as it comes in so many different forms. To address this complexity, CCE participated in a province wide response through the Anti-Racism Action Project (ARAP) which was funded by Heritage Canada. Working with the Alberta Hate Crimes Committee and the John Humphrey Centre for Peace and Human Rights, (JHC) as the key stakeholders. Designed specifically to address online hate, JHC recruited over 30 community facilitators and trained them to deliver workshops throughout Alberta. These workshops addressed the impacts of hate in communities, relationship building with police and understanding how recommendations from the Truth and Reconciliation Commission play a role in combating hate. Over 100 individuals participated in the workshops across Alberta and an evaluation is being developed to see what the future steps could be.

The **YEGAmbassador Program** is a partnership led by the City of Edmonton, the North Edge Safer Business Association and REACH Edmonton. YEGAmbassadors build the capacity of Business Improvement Areas and connect businesses to the safety and well-being resources that allow them to thrive in their community.

In engaging with businesses in 2021 it was highlighted that businesses needed support in developing positive relationships with vulnerable community members. Working with the Mustard Seed, the YEGAmbassador program developed the Community Safety Ambassador role which aims to educate businesses on socially active business practice, foster relationships between social agencies and businesses and respond to the needs of those experiencing houselessness.

**Support For Child and Youth Programs** aims to support child and youth programs by raising awareness of their presence, the challenges they face and the barriers the kids they support face, and elevating what makes their program unique. With funding from Immigration, Refugees and Citizenship Canada (IRCC), REACH created an interactive map detailing a wide range of child and youth programs as a tool for service providers and families to discover appropriate programs for kids, which prior to the development of this map, relied heavily on word of mouth or informal connections. In 2021, the Child and Youth Services map has grown to include 189 programs and continues to grow as new programs emerge to address needs highlighted by the community. Membership of participating organizations on the map has increased over the past year and the map is being shared widely with child and youth serving systems like school boards.

REACH's **Neighbourhood Organizing Initiative** supports the convening of community partners, encourages activation and collaboration, and facilitates dialogue around safety issues in several neighbourhoods and geographic communities in Edmonton. Increased connectivity between communities, city departments, enforcement and other stakeholders has led to addressing more complex issues like drug poisonings, overdoses, encampments and concentrations of poverty.

In 2021, REACH continued to build capacity and support in Chinatown through the development of the Chinatown Safety Council. The council has grown to include businesses, social agencies, city departments and law enforcement. Noteworthy projects include a successful application to McCauley Revitalization to fund the installation of 570 solar powered motion lights free of charge for Chinatown businesses and a strong volunteer community who sustains regular litter blitzes throughout the community.

**Safer Way Out** aims to develop a coordinated, community response that is driven by the needs of victims of human trafficking for the purposes of sexual exploitation to ensure responses are appropriate for victims who require wrap around services with safety as a priority. Navigating the different services available to human trafficking survivors is complex and in response Safer Way Out worked to develop the Safety Network Coordinator role which helps survivors navigate the systems of services they need on their journey to recovery. Safety Network Coordinators assist with crisis intervention, ensuring victims and survivors are in a state of safety and can conduct a comprehensive assessment of needs. They can also plan and coordinate medium to long term support and act as the primary contact to ensure that the continuum of care is not disrupted. Safer Way Out and ALERT South are partnering together to pilot this role across the province.



FINANCIALS	2021 Budget	2021 Actual	2020 Actual
<b>Revenues</b>			
City of Edmonton operating contribution	\$5,822,850	\$5,462,586	\$5,598,766
Other grants and contributions	\$1,470,504	\$1,926,993	\$1,196,787
Net amounts recognized (deferred)	\$0	(\$272,791)	\$(276,940)
Amounts repaid during the year	\$0	(\$7,500)	-
Investment income	\$15,000	\$5,340	\$14,289
Other income and recoveries	\$29,500	\$12,509	\$11,588
Training	\$5,000	\$1,037	\$2,512
Membership sales	\$0	-	\$250
	<b>\$7,342,854</b>	<b>\$7,128,174</b>	<b>\$6,547,252</b>
<b>Expenditures</b>			
Program expenses	\$5,680,631	\$5,468,433	\$4,819,446
Finance, operations and information technology	\$1,737,356	\$1,792,247	\$1,748,670
Amortization of capital assets	\$22,500	\$36,337	\$21,866
	<b>\$7,440,487</b>	<b>\$7,297,017</b>	<b>\$6,589,982</b>
<b>Net Assets</b>			
Deficiency of revenues over expenses	<b>\$(97,633)</b>	<b>\$(168,843)</b>	<b>\$(42,730)</b>
Net assets, beginning of year	<b>\$378,499</b>	<b>\$378,500</b>	<b>\$421,230</b>
Net assets, end of year	<b>\$280,866</b>	<b>\$209,657</b>	<b>\$378,500</b>

FULL INITIATIVE LIST	
» Out of School Time	» REACH Outreach
» Support for Child and Youth Programs	» Building Capacity in Rural Crime Prevention
» Middle Years Strategy	» Not In My City
» WrapED	» Peace In Our Cities
» 24/7 Crisis Diversion	» Data Storytelling
» 24/7 Services - Connector Prototype	» Organization for the Prevention of Violence
» 24/7 Edmonton App	» Community Safety Deployment Dashboard
» YEGAmbassadors	
» REACH Training	
» REACH Immigrant and Refugee Initiative	
» Coalitions Creating Equity	
» Police and Youth Engagement Program	
» Immigrant Family Violence Prevention Committee	
» Addictions Don't Discriminate	
» Edmonton Cannabis Coalition	
» Sexual Exploitation Working Group	
» Safer Way Out	
» Neighbourhood Organizing Initiative	
» Resource Connect	

If you would like to read the full reporting on all of REACH's initiatives please visit our website at [REACH Edmonton.ca/publications](https://reachedmonton.ca/publications)

