

Growing  
Together  
For



15  
YEARS





## **LAND ACKNOWLEDGEMENT**

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 peoples whose ancestors' footsteps have marked this territory since time immemorial. Together we call upon our collective honoured traditions and spirits to work in building a safe and vibrant city for both present and future generations.

## **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 and are safe.

## **MISSION**

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

## **MANDATE**

REACH Edmonton is a community-based capacity building organization for community safety and well-being. REACH was created by the City of Edmonton in 2010 in response to the REACH Report, to establish a Community Safety Coordinating Council that integrates sustainable community safety efforts in a nimble and efficient way. Issues that affect safety in Edmonton touch multiple sectors and systems. By facilitating partnerships with a wide variety of stakeholders, existing resources are leveraged to tackle safety issues in innovative and cost-effective ways.





### **A LETTER FROM THE MAYOR**

Since its creation by City Council in 2010, REACH has grown to become an invaluable and embedded part of building safer communities across Edmonton.

REACH has shown its long-term value in promoting community safety and well-being through innovative partnerships and creative approaches to the complex social issues that affect safety in our city.

In 2024, REACH was a natural stakeholder to have at the table as the City worked on the Blueprint for Violence Prevention, looking at ways to better connect different levels of government and prevent violence by tackling systemic issues.

By working tirelessly to bring a wide variety of voices, perspectives and interests to the table, and never shying away from complex and difficult issues, REACH has become a leader in community engagement.

I am confident that as our city continues to grow, we will be able to solve any challenges that emerge as long as we work together, and I know that REACH will be a significant part of that work going forward.

— **Mayor Amarjeet Sohi**

### **A LETTER FROM JAN AND ANDREW**

We are so proud of the work REACH has done in 2024. For 15 years, REACH has been dedicated to working collaboratively to find novel approaches to social issues.

Relationships are the bread and butter of REACH's work. Everything we do is possible only with the help of community partners, who address the hard work of making Edmonton a safer and more vibrant city every day. We know that the best solutions are in the community, which is why we are dedicated to helping the community build capacity.

Over the past 15 years, many things have evolved, and REACH has, as we pay attention to learning what the data tells us, always been prepared to change what we're doing to meet the changing demands on the ground.

REACH has never stopped developing, and we grow and change with the needs of the communities we are proud to work hand-in-hand with.

We know that REACH – and our partners – will continue to play an essential role in building up our city in a fair and equitable way.

— **Andrew Leach, REACH Board Chair**

— **Jan Fox, REACH Executive Director**



For 15 years, REACH Edmonton has worked to build trusting relationships with neighbourhoods, agencies and government to create safer communities. Since its creation in 2010, REACH has leveraged its extensive connections across the city, the province and the globe to get the right people to the table to address complex problems. This includes working with multiple sectors and systems. In 2024, REACH continued to work towards a safer city for all Edmontonians.

FINANCIALS

The Financial Statements of REACH Edmonton Council for Safe Communities Incorporated as “REACH Edmonton Council” Year ended December 31, 2024, are an addendum to the 2024 Annual Report. See audited financials at [reachedmonton.ca](https://reachedmonton.ca)



REACH’S WORK IN 2024

Community safety sets the foundation for wellness and well-being. REACH is dedicated to doing work that builds the bridges between the goal of a healthy, connected city to day-to-day reality. Solutions to the challenges communities are facing lie in those communities themselves. By connecting and collaborating with a myriad of agencies, communities and service providers across the city, REACH is helping Edmontonians build a better future for themselves and their city. The success stories on the next pages are just a few highlights from the last year. For a more exhaustive report of the work in 2024, please see the **2024 Business Plan Report Back** on our website at [reachedmonton.ca](https://reachedmonton.ca).



## CAPACITY BUILDING

As a centre of responsibility for community safety and well-being, REACH leads and supports collaborative initiatives, as well as leverages its internal supports, such as Finance and Communications, to help build capacity in the community and help new projects and partnerships get started. Some examples include:

- REACH supported the work of ECVO in bringing the social serving sector together to plan for a city of 2 million in 2050 through the Beyond the Status Quo Summit on April 9, 2025. With the vision of engaged, healthy, inclusive, resilient, humane communities, Beyond the Status Quo is a collaboration of non-profits who are eager to be the ripple in the pond of systems change in Edmonton. In addition to being part of the collaborative, REACH helped bring this effort to life by providing communications support.
- REACH is expanding opportunities for learning, capacity-building and networking to support a strong community safety sector. Through events like Resource Connect, which saw more than 1,000 people connect with 150 exhibitors from non-profits and service providers from across the city, REACH is making Edmonton a more connected community.
- REACH's accessible and affordable training ensures that front line service providers are better equipped to care for their clients as well as themselves.
- Soloss is a community partnership prototyped through REACH aimed at building capacity to deal with grief and loss at a grassroots level. Soloss produces evidence that is balanced with community wisdom through the engagement of local individuals and institutions.

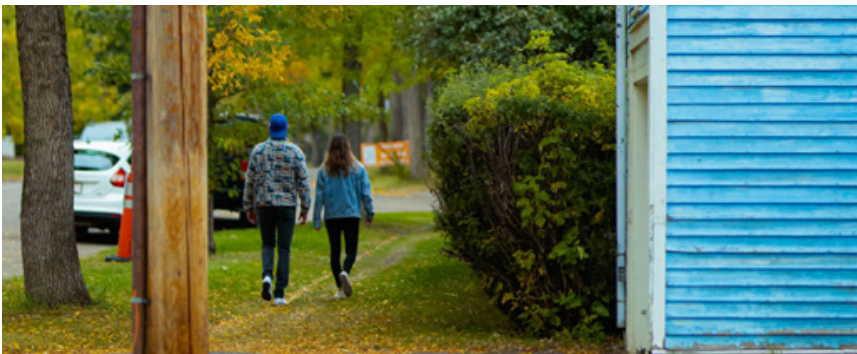






## CRISIS DIVERSION

The 24/7 Crisis Diversion program helps people experiencing non-emergency crisis get to a safer place, freeing up police, fire rescue and emergency medical services to respond to more critical events. The program connects people with supports by providing in the moment care to individuals experiencing vulnerability. In 2024, the program saw a 30% increase in individual contacts over the previous year at 65,719 contacts, and teams responded to 33,855 unique calls for service, up 34% from 2023. Additionally, 47% of all the calls received by 211 were calls for 24/7 Crisis Diversion.



## NEIGHBOURHOOD ORGANIZING INITIATIVE

Through the Neighbourhood Organizing Initiative (NOI), REACH supports the convening of community partners, encourages activation and collaboration and facilitates dialogues around safety issues in several neighbourhoods and geographic communities in Edmonton. The initiative supports community-based, neighbourhood-led projects related to community safety and well-being. This work is focused on convening, engaging, designing and building capacity. In 2024, this work included presenting a community safety assessment in Ward Anirniq, ongoing support for the Chinatown Safety Council and McCauley Community League, liaising between Youth Empowerment Support Services (YESS) and Bonnie Doon community members, facilitating the organization of a multi-neighbourhood knife safety group from Alberta Avenue, Chinatown, McCauley and McDougall neighbourhoods, and ongoing program development support in the Central McDougall area. This initiative also supported grassroots projects including a food window project with The Hive and Coffee with a Cop session at the Carrot in the Alberta Ave area, as well as youth-led initiatives in Chinatown including the 40 Under 40 Lunar New Year Banquet, community clean-ups, and Chinatown After Dark put on by the Re:VITA group.



## OUT OF SCHOOL TIME COLLABORATIVE

The Out of School Time Collaborative aims to improve the resiliency of children and youth through quality, widely accessible out-of-school-time programs. These programs not only provide essential programming during critical after-school hours but also support the healthy coping mechanisms and academic skills that will help these children thrive later in life. Through the Out of School Time Collaborative, 1,775 youth accessed summer programming at spaces made available through the Joint Use Access Program. This project connects community groups with available spaces in schools during summer break, which allows them to provide essential academic supports to newcomer and vulnerable communities, helping students who are facing barriers avoid summer learning loss and prepare for the upcoming school year. Over the summer, 16 groups were funded by the OST Grant, and 18 groups were provided space at 33 schools, free of charge.



## ORGANIZATION FOR THE PREVENTION OF VIOLENCE

The Organization for the Prevention of Violence (OPV) is an expert-led, non-government organization devoted to understanding and preventing hate crimes and hate-motivated violence. The OPV is emerging as a global leader in developing effective, evidence-based intervention strategies for all forms of targeted violence. The OPV has three main lines of effort: research, training and direct intervention. The OPV's intervention program, Evolve, maintains an active caseload between 70 and 80 individuals characterized as either involved in some form of targeted violence (57%) or individuals negatively impacted by violence (43%). Originally starting as an initiative under the REACH umbrella before shifting into the community, REACH continues to support the OPV by acting as a fiscal agent, as well as shared office space.

# KEY RESULTS



## **39 initiatives**

including 2 new prototypes (15 REACH led or co-led, 24 supported)



## **35 neighbourhoods supported**

through Neighbourhood Organizing Initiative



## **13 outreach events**



## **1,775 youth**

accessed summer programming through Out of School Time Collaborative (Joint Use Access Program)



## **50 volunteers**

contributed 1,900 hours (\$38,000 value)



## **71 youth**

supported to begin healthier life journeys through WrapED



## **REACH Training**

508 people from 103 organisations



## **19 community safety environmental scans**

through YEG Ambassadors



## **Alberta Centre to End Trafficking in Persons**

now registered as a non-profit



The OPV's intervention program, Evolve, maintains an active caseload of

## **70-80 individuals**

### **24/7 Crisis Diversion:**

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## **65,719 individual contacts**

(up by 30%)



Teams responded to  
**33,855 Unique Calls**  
for service (up by 34%)



# PROGRAMS AND INITIATIVES

## Combatting Human Trafficking and Exploitation

Alberta Centre to End Trafficking in Persons  
Alberta Human Trafficking Network  
Safer Way Out  
Sexual Exploitation Working Group

## Diverting Crisis

24/7 Crisis Diversion

## Prioritizing Anti-Racism, Indigenization and Lived Experience

Alberta Hate Crime Committee  
Coalitions Creating Equity  
Disrupting Inequities in Settlement  
for Black Newcomer Women  
Natural Supports Leadership Group  
Rotary District Indigenous Committee

## Supporting Immigration and Refugees

Immigrant Youth Leading Change  
REACH Immigrant and Refugee Initiative

## Mitigating Addiction and Mental Health Problems

Addictions Don't Discriminate  
Community Liaison Committee, Partners in Drug  
Poisoning Prevention Committee  
Substance Use and Addictions Program



## Building Safe and Inclusive Neighbourhoods

Civida Housing Project  
Downtown Recovery Coalition  
Healthy Streets Operations Centre  
Neighbourhood Organizing Initiative  
Soloss  
YEG Ambassadors

## Preventing Violence

Blueprint For Violence Prevention  
Canadian Centre for Safer Communities  
Community Initiatives Against Family Violence  
Countering Hate-Motivated Violence  
Peace in Our Cities

## Promoting Family, Child and Youth Success

Allies For Youth Conference  
Child and Youth Newcomer Service Coordination  
Don't Click! Youth Initiative  
Out of School Time Collaborative  
WrapED  
Youth Gang Network Coordination  
Youth Housing Upon Release

## Capacity Building

Beyond the Status Quo  
REACH Training  
Social Policy Collaborative – Edmonton  
YEG Reconnect

## REACH BOARD

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Adil Hasan	John Stelter
Andrew Leach	Levi Bjork
Candace Cleveland	Masa Idelbi
Cheryl Fix	Myles Dykes
Erum Afsar	Shalene Williams
Jared Wesley	Shelley Bykewich
Jean Stiles	Theresa Vladicka
Jessica Hutton	

## REACH ADVISORS

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Deputy Chief Warren Driechel  
Councillor Erin Rutherford  
Kemi Kufuor-Boakye  
Stacey Gellatly

## REACH STAFF

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Adele Towns	Dunsi Strohshein	Lisa Kardosh
Ali Madhi	Emmanuel Onah	Maricruz Barba Gonzalez
Alisha Puri	Frederique Ndatirwa	Marilyn Gray
Blue Cunningham	Hayley Sallis	Michelle Harvey
Brandy Basisty	Holly Hallborg	Rie Nakai
Carrie Wu	Holly Regel	Robert Buckle
Christy Parker	Jan Fox	Romi Khabra
Claire MacDonald	Jasmin Rivas	Shantell Martineau
Connor Hagen	Jill McGinn	Sofia Alani
Debbie Brown	Jim Zhang	Sue Su
Debra Jakubec	Kelly Husack	Tania Ymbi
Dulu Modi	Kelly Holland	Vickie Smith

## AWARDS

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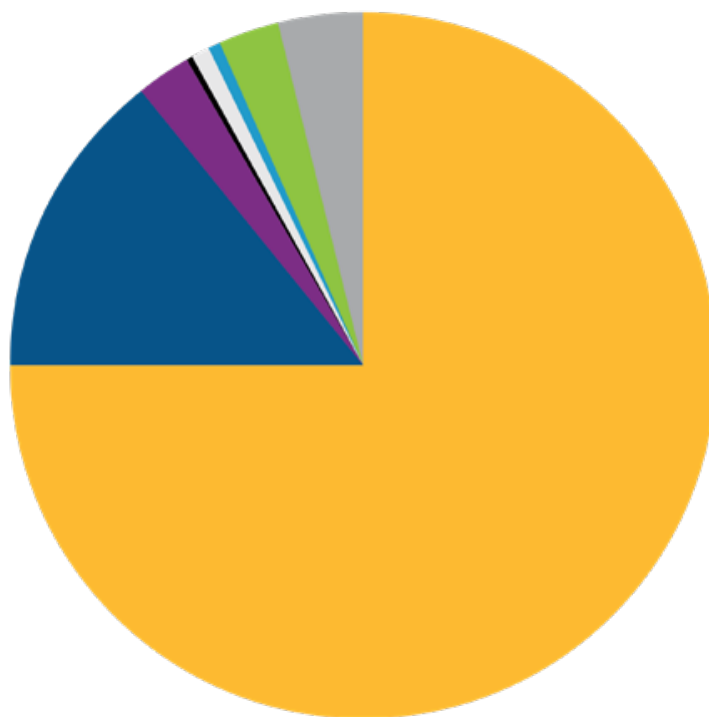
**Workplace Health and Performance  
Mentor Certification**  
(Wellness Works Canada)



**Northern Lights Volunteer Award**  
(Government of Alberta, Ministry of Arts,  
Culture and Status of Women)

## THANK YOU TO OUR FUNDERS

- City of Edmonton - \$8,737,403
- Province of Alberta - \$1,643,206
- Partner Contributions In-Kind - \$431,146
- Other Income - \$325,245
- Government of Canada - \$297,131
- United Way - \$81,677
- Royal Alexandra Hospital Foundation - \$69,866
- ATB Financial - \$50,000



**TOTAL: \$11,635,674**



# 2024 ANNUAL REPORT




## CONTACT

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