



Norwood
Child and Family Resource Centre



**Celebrating
60 Years**

of providing quality services
to children and families

**2023
Annual Report**



Norwood

Child and Family Resource Centre

Vision

Healthy Children • Healthy Families • Healthy Communities

Mission

Norwood Centre empowers people, building on each individual's strengths through education, collaboration, and services that optimize child development, improve family functioning, and connect people to communities.

Guiding Principles

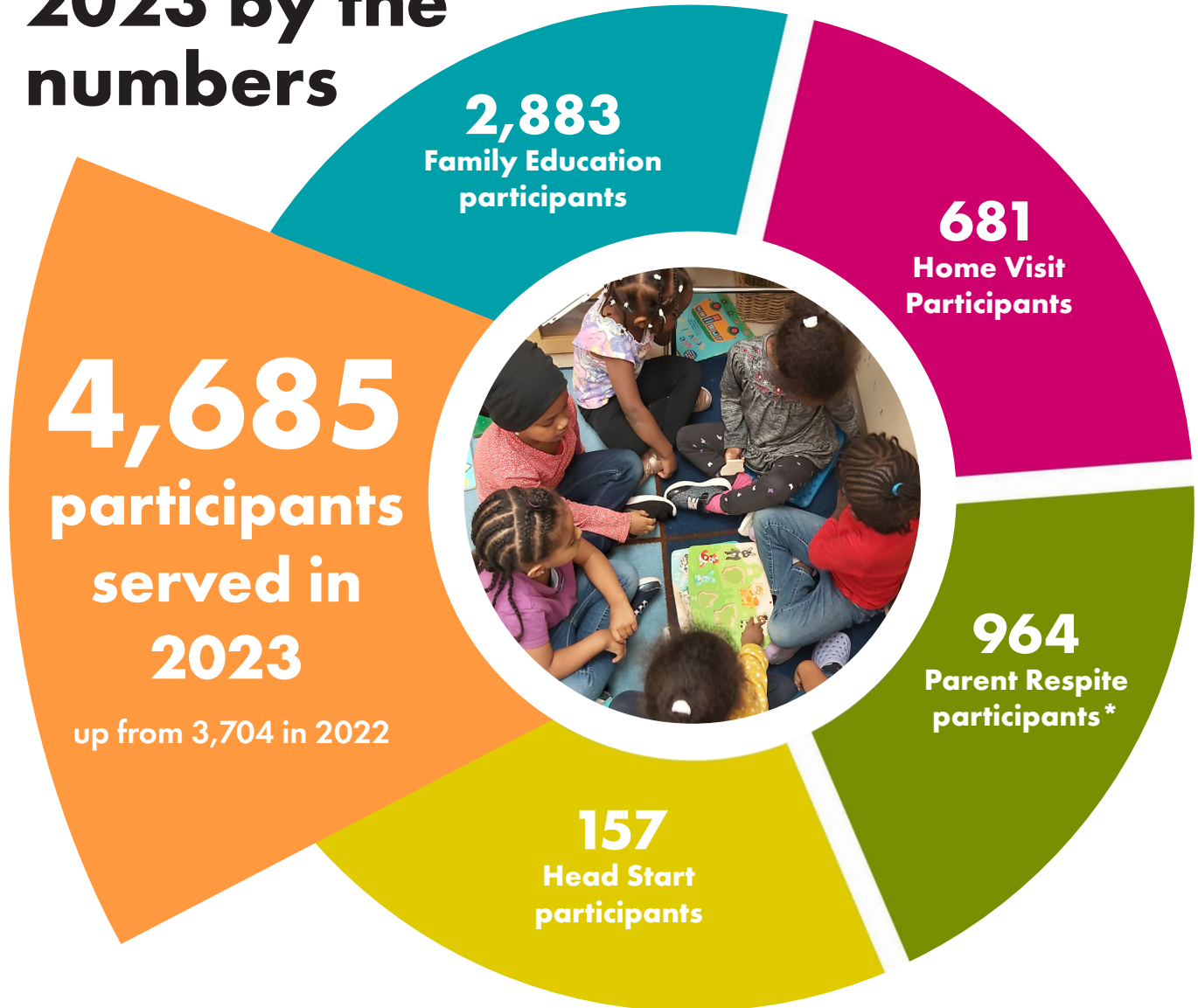
Norwood is inclusive, respectful of diversity, and values every person's worth.

Our programs and services are child centered, based on the most current understanding of how children develop and learn.

Our work is family centered, grounded in fostering healthy relationships, the bonds between children and family, and family in the community.

Our work is strength based, trauma informed, responsive to need, and effective.

2023 by the numbers



35,034
snacks and meals
served



2,704
home and community
visits

* 4,010 respite opportunities



10,020
referrals provided

Celebrating 60 Years



1963

Norwood Readiness Centre is established, operating out of the Norwood United Church basement

1969- Norwood Readiness Centre moves into a house at 11560 95A Street



1974

Norwood Readiness Centre changes its name to Norwood Community Service Centre

1978- Norwood Community Service Centre is involved during the planning, design, and construction phases of Norwood Golden Manor, Norwood's first home for seniors



1979

The new "Norwood Centre" opens at 9516-114 Ave

1985- Norwood Community Service Centre completes a Community Needs Assessment to stimulate the planning and future direction of programs and services

1994- Norwood Community Service Centre creates the "A Day in the Life" video

1996

The Community Action Program is established and begins operating out of Norwood Community Service Centre

1999- Norwood Community Service Centre changes its name to Norwood Child and Family Resource Centre (Norwood Centre)

2002- Norwood Centre opens a Head Start program in Clareview, a neighbourhood in northeast Edmonton

2003- 40th Anniversary!



2009

Norwood Centre undergoes renovations to upgrade the building

2011 - Norwood Centre extends its hours and services to broaden its capacity and to serve children and families city wide



2013- 50th Anniversary!

2014- Norwood Centre becomes a Parent Link Centre in northeast Edmonton



2015

The C5 partnership forms

Norwood Centre becomes a Parent Link Centre in central Edmonton

2016- The C5 provides services for evacuees from the Fort McMurray wildfires at the University of Alberta and MacEwan University evacuation sites

2019- Norwood Centre floods and all programs are relocated to our partner agency, EMCN

2020

Norwood Centre becomes an FRN Hub in central Edmonton

In response to the COVID-19 pandemic, Norwood Centre provides Child Development Kits and virtual home visits for families, supporting 4,199 children and families in 2020 and over 8,000 in 2021

2021 - Norwood Centre creates an Endowment Fund through the Edmonton Community Foundation



2023

60th Anniversary!

Norwood Centre creates its first children's book, Nev's Blanket

Message from the Board Chair

Dear Norwood Community,

As we mark the diamond milestone of our 60th anniversary, it is with great pleasure and gratitude that I share my first message to the community as the Board Chair for the Norwood Child and Family Resource Centre. The past year has not only been a testament to our six decades of service, but also a reflection of the resilience, commitment, and collective spirit that defines our remarkable organization.

Diamonds of Dedication: Norwood's legacy is built upon the dedication of countless individuals—staff, volunteers, partners, and community members who have shaped our journey. This year, we celebrated the enduring commitment that has allowed us to live and execute our vision: *Healthy Children* • *Healthy Families* • *Healthy Communities*

60 Years of Impact: In the last year alone, Norwood has achieved significant milestones. From the amazing community celebration for the anniversary this past summer to the launch of the book, *Nev's Blanket*, we have continued to evolve and expand our reach, leaving a lasting impact on the lives

of those we serve. *Nev's blanket* represents another unique method of helping families understand the development milestones for children at different ages.

Honouring Our Roots, Embracing the Future: We remain committed to innovation and growth as we celebrate our rich history. Our strategic vision encompasses enhancing optimal child development and empowering families, ensuring that Norwood remains a leading force in child and family support for the next 60 years and beyond.

Gratitude and Acknowledgment: A heartfelt thank you goes out to every member of the Norwood Centre family—past and present. Whether you have contributed through your time, resources, or unwavering support, you have played an indispensable role in our success.

Looking Forward: In 2023, 98% of parents stated they learned about new resources for their families at Norwood Centre and we will continue to educate those we serve in a variety of ways. As we turn the page on another year, we do so with optimism and excitement for the



future. Norwood's 60th anniversary was not just a celebration of the past; it is a launchpad for the continued positive impact we aim to make in the lives of those who turn to us for support.

I invite you to immerse yourself in the pages of this report, a chronicle of our journey, achievements, and the incredible stories of the impact the Norwood Child and Family Resource Centre continuously demonstrates. Thank you for being an integral part of our history and for shaping the bright future that lies ahead.

Whitney Shaw
Board Chair

2023 Board of Directors

Whitney Shaw	Board Chair
Kara Engley	Vice-Chair
Ana Potzkai	Secretary
Doug Kelly	Director
Mansi Yu	Director
Michael Sestito	Director
Peter Schalk	Director
Rudy Newbury	Director
Yulian Korataiev	Director
Laurie Fagan	Ex-Officio



L-R: Kara Engley,
Rudy Newbury,
Yulian Korataiev,
Michael Sestito

Mansi Yu, Ana
Potzkai, Peter Schalk,
Whitney Shaw

Missing: Doug Kelly

Message from the Executive Director

It was a privilege to serve as the Executive Director over the past year alongside a skilled, knowledgeable, and dedicated staff working towards our vision of:

Healthy Children • Healthy Families • Healthy Communities

Our mission was recently updated, by our Board of Directors, to reflect the way we work more accurately:

Norwood Centre empowers people, building on individual's strengths through education, collaboration, and services that optimize child development, improve family functioning, and connect people to communities.

We had a very busy and exciting year with the creation of our 2024 – 2028 Norwood Strategic Plan.

Our Priority Focus areas for the next five years are:

- Enhancing Optimal Early Childhood Development
- Empowering Families
- Increasing Norwood Centre's Social Impact

We have many outcomes to achieve over the next five years. Our staff and board's commitment to supporting children, families, and the community will play a significant role in our success.

At our AGM last year, we had the great fortune of welcoming five new members to our board of directors. Our new members: Doug Kelly, Mansi Yu, Michael Sestito, Rudy Newbury, and Yulian Korataiev joined Ana Potzkai, Kara Engley, Peter Schalk, and Whitney Shaw to help us achieve our vision, providing direction through governance and leadership, and acting as advocates and ambassadors for our organization and our participants.

At our AGM this year, we will be saying farewell and thank you to,

Kara Engley.

Kara's term will come to an end in February 2024. She has volunteered tirelessly with Norwood for the maximum eight-year term, and she will be very missed.

One of our most exciting accomplishments of the year, was the launch of Nev's Blanket, a storybook created in-house by Norwood Centre's team of early childhood development experts. The book includes ideas and information to guide parents as they support their children's growth and learning. Sale of the book is open to the public, however Norwood Centre families are all given a copy of the book along with an orange blanket.

The June celebration commemorating our 60th anniversary was a tremendous success. With a turnout of over 500 people, we hosted a variety of games and activities for children and provided lunch for everyone.

In our ongoing commitment to reconciliation, the entire Norwood staff participated in the Indigenous People's Experience at Fort Edmonton Park. Additionally, Tipi Treats generously shared their expertise on the significance of Bannock; its preparation, storage, and more, while treating us to delicious servings, and multiple varieties, of the amazing frybread.

At Norwood Centre we take pride in our collaborative efforts and actively seek opportunities to support families through collective work. Recognizing the strength in unity we believe that, together, we can achieve more than we could alone. Our work is bolstered by numerous partners who contribute to supporting both our initiatives and the families we serve.



The ongoing success of Norwood is thanks to the substantial contributions from our exceptionally dedicated and talented staff and volunteers. We extend our gratitude to our partners and funders, and most importantly, the incredible children and families whose achievements, dedication, and resilience inspire us every day.

The demand for our services and programs for children and families continues to rise and while we recognize that the growing need surpasses our current capacity, we will continue to respond to the best of our abilities, as we have done for the past 60 years.

We have supported tens of thousands of children, youth, and families over the years and with the SPIRIT of our Norwood staff and the strength and resilience of our families, there will be thousands more as we continue into the next 60 years of operation.

Thank you for your continued support.

Laurie Fagan
Executive Director

Family Story: Norwood Centre is part of our team

The Serbu family has accessed almost all of the programs Norwood Centre has to offer. They regularly attend the monthly family meals at Norwood Centre, and the kids have been to the Parent Respite Program as well as Head Start. Dad, Deriek and mom, Hayley have attended Family Education programming, and they worked with a Family Support Worker. Deriek says Norwood Centre staff have connected them to other resources such as the C5 and the Glenrose.

"We don't have family, that support, we found it here," Deriek says.

It has made world of difference for the whole family.

"One thing with Norwood is we are a team. You give us advice and you take our advice on what we are doing too. We are working together."

When Easton, the Serbu's oldest son, started attending the Parent Respite Program he wasn't walking. The family had just relocated from



Spruce Grove and were referred to Norwood Centre.

"Within a month he was walking, was flourishing, started saying more words," says Deriek.

But then the pandemic hit, and development slowed. Easton wasn't learning as many new words, he wasn't socializing, and he was hesitant on the playground.

"He wouldn't pick up his toys, he didn't have that routine," Deriek says.

In 2022 Easton joined Head Start, and there were huge improvements.

"When he started back up here, he learned the routine, he learned to pick up after himself. Now he is picking up after everyone!"

Easton's vocabulary grew, and so did his confidence.

"At the park, he was climbing and doing all that stuff way younger than most kids," Deriek says.

Easton started Kindergarten in Fall 2023.

"His teacher says he is sitting at the high level of Grade 1, he's already doing subtraction and addition on



the board, he is already reading, smaller words of course," Deriek says.

When he picks Easton up at the end of the day, even the older kids are saying goodbye to him.

"He's loved by all now. Everyone, even the kids in Grade 6 are his friends, because he got that social boost from being here with you guys and the other kids. He learned how to communicate, learned boundaries, learned things like that."

Emmett, Easton's younger brother, is in his second year at Head Start. Deriek suspects Emmett is autistic; they are on the waitlist for a diagnosis.

"Before Head Start he had no words. He had no communication whatsoever," Deriek says.

Norwood Centre's Speech Language Pathologist arranged for Emmett to have a tablet to use for communicating. Deriek has made sure the device is not used for playing games.

"That's his voice," he says.

Emmett does have some words as well, and he is learning more all the time.

"We bought ice cream cones. Ice cream he didn't see come in the house, it went into the garage freezer, but he saw the cones on the counter, he walked up, pointed and said 'ice cream'. We are cheering because 'mom', 'dad', 'brah' those were his words before."

In that first year at Head Start, Emmett would spend a lot of time hiding in the classroom.

"They made a special spot for him so if he is getting worked up he can have his cool down time," Deriek says. "It's the same thing we do at home."

Prior to attending Head Start Emmett would have to be escorted to his safe space by his parents, if he needed to calm down, now he is doing it himself.

"He's recognizing, okay I'm overstimulated I need to get out of this situation."

On the other hand, he is developing socially as well.

"When he started here he wouldn't go near anyone, except for close people. He comes in here and he will hug every single one of you guys on the way in. It brought him out of his shell."

Deriek says Emmett's gross motor



skills have exploded.

"He is running, jumping, doing all the things that the other kids are doing with no problems."

This year Emmett is also holding a pencil properly and drawing pictures.

"Every day I get a picture of Dad. That is part of his routine," Deriek says.

Implementing routines has been key for Emmett, and a priority for the family. It was a skill Deriek learned in a Parent Education group at Norwood Centre.

"Bedtime routine, morning routine, getting ready for school routine, school routine, after school routine, and we have to stick to it," Deriek says.

"Except on the weekends."

"His first year was a little more difficult, even getting him into the classroom was a little bit more of a fight. Now he's on his tablet communicating 'classroom,



classroom, classroom'. 'Buddy it's the weekend you have to wait a day.' He wants to be at Norwood Centre."

Easton is the same way, he wants to be at school, and Deriek says it is thanks to Norwood Centre.

"There should be a Norwood in every single neighbourhood in this city."

Impacts

Our participants report that as a result of a Norwood Centre program:

Survey was completed by 715 participants



96%

I have seen an improvement in my child's development.

“ Since my son started Head Start in September 2023 I've seen many positive changes. For instance, he takes greater pride in sharing his ideas and opinions more confidently. He has also been demonstrating eagerness doing certain tasks independently, such as dressing and toileting. I am grateful for all the wonderful staff at Norwood Centre whom help children thrive and become the best version of themselves.”
-Norwood Centre Participant

90%

My child is better at playing cooperatively with other children.



“ The Jumping Gym program at Clareview helped my grandchildren to learn sharing and taking turns, and helped foster their independence. We enjoyed all resources that facilitators shared with us. Kid kits were very useful, too. My granddaughter can count to 10 and she is only 2.”
-Norwood Centre Participant



99%

I take time to play or talk with my child.

“ I have taken care of children, worked with vulnerable adults, and I have a degree in Psychology. And I thought I knew a lot about emotions, but I learned so much about parenting styles, temperament, toxic stress, executive function, and most importantly, how to increase my child's dignity by connecting, listening, and helping them with their emotions and problems. I have already seen big changes and improvements in my home by implementing emotional coaching. Also, the Childminding staff have been great! Along with the excellent facilitators of the course.”
-Norwood Centre Participant

92%

I have confidence in my parenting skills.



“ Norwood Centre is an amazing resource for all families. I truly appreciate the offering of this course, it has given me and my family tools to help with the big emotions that our children have. We can now pass these tools onto our children to help them be physically and mentally healthy.”
-Norwood Centre Participant



96%

I have learned about new resources for my family.



I am grateful for Norwood Centre, especially during the pandemic.

When my daughter was in the NICU, and my second child was having behavioural issues Norwood Centre staff supported me in finding resources to help my family. I know if I did not have Norwood Centre, I would not have recovered from my suicidal ideation."

-Norwood Centre Participant



I am very grateful for all the support and opportunities this program offers my family. Having my husband away for long periods for work and leaving me to parent by myself provides its challenges and having Norwood Centre to turn to has brought my son and I a consistent place to help us feel less alone. The staff are so loving and truly take the time to make me feel like I have the resources I need to do my best."

-Norwood Centre Participant



We are new to Edmonton, new to Canada. It is wonderful for us to have places to go to socialize and learn about available supports. We are grateful for support in Ukrainian, as we are only learning English. The groups are great for my son to learn sharing and taking turns with others as he is the youngest in our family and usually gets what he wants."

-Norwood Centre Participant



My daughter wasn't listening to put away her toys or to get ready herself and now she does. Because she is in respite and sees other kids listening, my daughter says "my teacher teach me". Respite staff taught my daughter to take deep breathes when she is mad and now we all try this and it works. Respite provided my daughter the attention she deserves which gives me peace of mind. This allowed me to have bonding time with the newborn baby and get my essential errands done such as grocery shopping. I was also able to pack up my entire house for moving and knew my daughter was safe and had everything she needed. Home visitation was also very supportive because my FSW would come to play and give me someone to talk to, so I didn't feel so alone at home. This was very helpful when had the new baby and it was hard at home."

-Norwood Centre Participant

91%

I feel our family is less isolated.



99%

I was welcomed and respected in this program.

99%

I feel that different cultures are recognized and accepted at Norwood Centre.

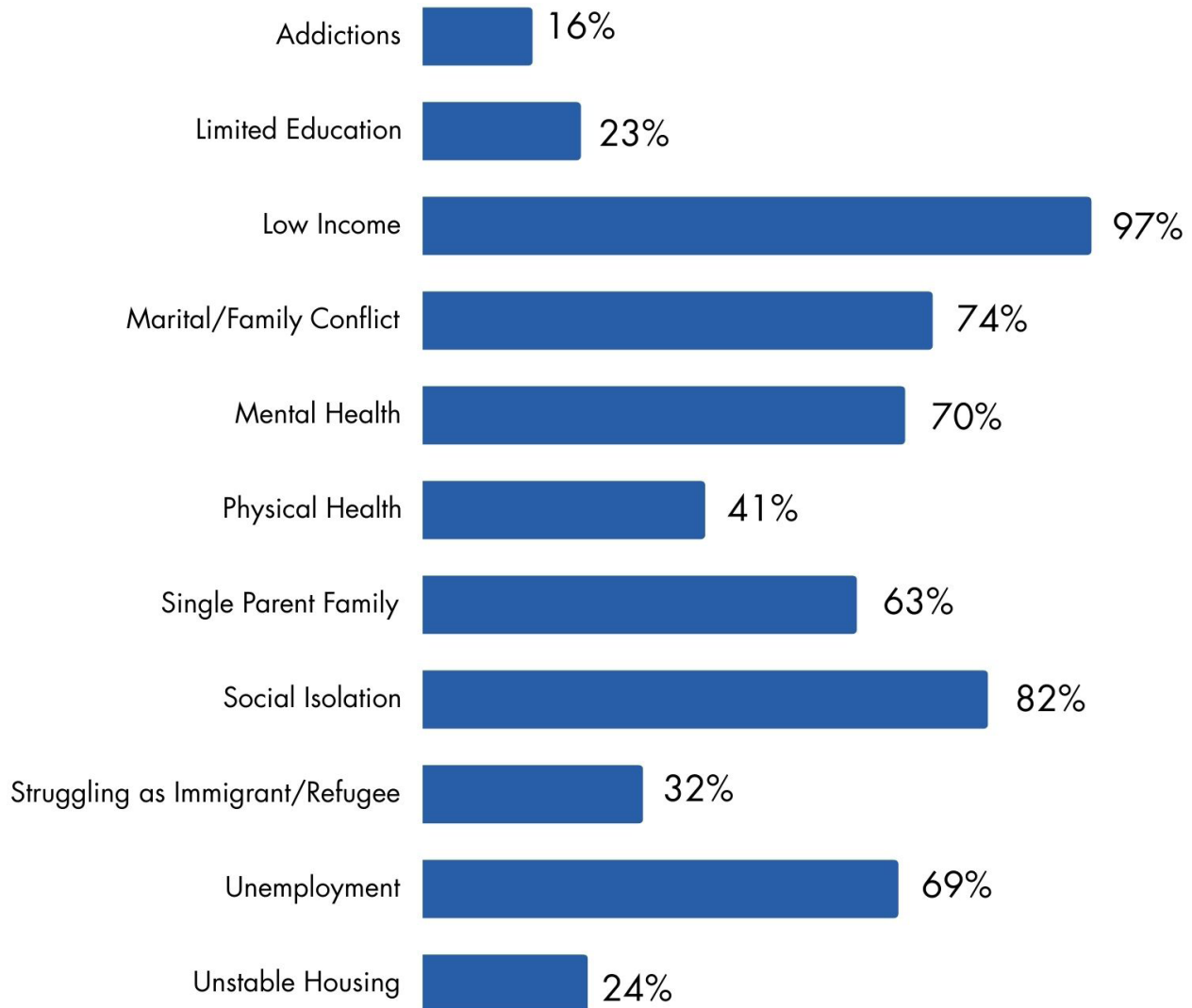


98%

I feel my concerns were understood by the program staff.



Circumstances reported by families



The Norwood Centre Team

The Norwood team is a dedicated group of professionals. We work together, support one another, learn from each other and celebrate our successes. It is the work we do, the environment we work in, the people we work with – that's the difference at Norwood!

The Norwood Team Charter was developed by staff who practice the following:

Support - We utilize one another's strengths to take on challenges and opportunities using positive communication, collaboration, and compassion.

Passion - We have the energy, attitude, and enthusiasm to be fully committed and engaged in our work with each other.

Integrity - We are honest, trustworthy, transparent, and accountable to each other.

Respect - We accept others without judgment and recognize that every individual is a person of value.

Inclusivity - We celebrate diversity and welcome people of all abilities, backgrounds, cultures, and perspectives.

Team - We are all one group working towards improved outcomes for children and families.

INDEPENDENT AUDITOR'S REPORT ON SUMMARY FINANCIAL STATEMENTS

To the Members of Norwood Child & Family Resource Centre

The accompanying summary financial statements of Norwood Child & Family Resource Centre, which comprise the summary statement of financial position as at December 31, 2023 and the summary statement of revenue and expenditures for the year then ended, are derived from the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2023. We expressed a qualified opinion on those financial statements in our report dated February 27, 2024.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Norwood Child & Family Resource Centre.

Qualified Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2023, are a fair summary of those financial statements. However, the summary financial statements are misstated to the equivalent extent as the audited financial statements of Norwood Child & Family Resource Centre for the year ended December 31, 2023.

The misstatement of the audited financial statements is described in our qualified audit opinion in our report dated February 27, 2024. Our qualified audit opinion states that, except for the effects of the described matter, those financial statements present fairly, in all material respects, the financial position of Norwood Child & Family Resource Centre as at December 31, 2023 in accordance with Canadian Accounting Standards for Not-For-Profit Organizations (ASNPO).

Responsibilities of Management and Those Charged with Governance for the Summary Financial Statements

Management is responsible for the preparation and fair presentation of the summary audited financial statements in accordance with ASNPO.

Auditor's Responsibility for the Summary Financial Statements

Our responsibility is to express an opinion on the summarized financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

February 27, 2024
Edmonton, Alberta

Coyle & Company

CHARTERED PROFESSIONAL ACCOUNTANTS

NORWOOD CHILD & FAMILY RESOURCE CENTRE
Summary Statement of Financial Position
December 31, 2023

	2023	2022
ASSETS		
CURRENT		
Cash and cash equivalents	\$ 1,132,924	\$ 1,048,648
Accounts receivable	13,689	127,840
Goods and services tax recoverable	5,410	5,419
Prepaid expenses	18,580	10,757
	<u>1,170,603</u>	<u>1,192,664</u>
TANGIBLE CAPITAL ASSETS	<u>9,114</u>	<u>19,205</u>
	<u>\$ 1,179,717</u>	<u>\$ 1,211,869</u>
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 51,308	\$ 130,097
Wages payable	135,375	142,063
Deferred contributions	248,300	190,705
	<u>434,983</u>	<u>462,865</u>
DEFERRED CAPITAL CONTRIBUTIONS	<u>3,382</u>	<u>7,652</u>
	<u>438,365</u>	<u>470,517</u>
NET ASSETS		
Unrestricted	637,882	637,882
Internally restricted	103,470	103,470
	<u>741,352</u>	<u>741,352</u>
	<u>\$ 1,179,717</u>	<u>\$ 1,211,869</u>

NORWOOD CHILD & FAMILY RESOURCE CENTRE
Summary Statement of Revenue and Expenditures
Year Ended December 31, 2023

	2023	2022
REVENUES		
Government of Alberta	\$ 2,183,299	\$ 2,164,972
Family and Community Support Services	818,972	772,615
Foundations and private funding	475,018	855,028
C5 Program revenue	143,618	296,901
Edmonton Community Adult Learning Association	58,429	54,681
Casino	50,505	35,794
Other	20,165	20,371
Donations and fundraising	18,190	18,781
Interest income	5,192	6,497
Canada Summer Jobs	4,714	4,714
Amortization of deferred capital contributions	4,270	6,093
	<u>3,782,372</u>	<u>4,236,447</u>
EXPENSES		
Salaries and wages	2,592,142	2,968,010
Employee benefits	395,389	481,428
C5 Program expenses	143,618	296,901
Professional services	127,177	143,508
Repairs and maintenance	105,876	107,687
Consulting fees	95,345	51,787
Telephone and utilities	64,363	69,323
Program expense	63,700	50,964
Conferences, seminars and staff development	40,774	66,417
Travel	31,151	57,595
Office supplies	28,280	28,334
Fundraising	18,835	-
Professional fees	18,253	19,808
Insurance	17,827	15,722
Transportation costs	17,616	46,229
Amortization	10,092	11,432
Bank and payroll service charges	5,073	5,239
Volunteer	4,759	5,585
Equipment purchases	2,102	35,890
Accreditation	-	3,331
	<u>3,782,372</u>	<u>4,465,190</u>
DEFICIENCY OF REVENUES OVER EXPENDITURES FOR THE YEAR	<u>\$ -</u>	<u>\$ (228,743)</u>

Thank you to our funders and donors:

FCSS

Family & Community
Support Services

Edmonton

Alberta
Government



United Way
Alberta Capital Region



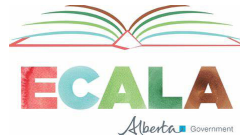
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COMMUNITY
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edmonton



MOSAIC
HOME SERVICES

Edmonton Remand Centre
"Cram the Van" Team



fcssaa
Family and Community Support
Services Association of Alberta

Funded by the
Government of Canada's
Community Services Recovery Fund

Canada

Investing in the Norwood Team is funded by the Government
of Canada under the Community Services Recovery Fund.

networx



GRYPHON
BENEFITS & INSURANCE

MEDX OPTICAL



Norwood
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