



# Norwood

Child and Family Resource Centre

# 2021 Annual Report



# From the Board Chair



**The need for healthy and positive relationships has been heightened through the pandemic, and the need for our children's development to be supported has been brought to the forefront.**

– Amanda Lindberg, Board Chair

**I**n 2021, Norwood navigated through Year Two of the COVID pandemic and I am so pleased to say that this organization continued to be a leader in providing support to our families and children. Norwood, through its tireless leadership team, was able to seamlessly adjust its programs to match frequently changing restrictions implemented by the Government of Alberta.

The need for healthy and positive relationships has been heightened through the pandemic, and the need for our children's development to be supported has been brought to the forefront. Norwood's Child Development Kits were the most successful engagement tool of 2021: staff created and distributed nearly 25,000 kits, supporting over 8,000 children and families.

In an effort to promote a healthy community, and maximize our ability to help the community, Norwood partnered with two local pharmacies to give all

staff quick and convenient access to vaccinations, an initiative which was strongly supported by staff. Norwood supported unvaccinated families through virtual programming.

Norwood's good work has been financially rewarded through success with several funding applications and by being the first organization in Alberta (in the same industry sector) to receive operational funding from an anonymous donor. This type of funding gives us flexibility as it can be used throughout programs and services based on the needs of those we serve. It gives us greater ability to respond to trends and create innovative programming.

Norwood's Board of Directors resolved at the final board meeting of the year to establish an endowment fund, leaving a financial legacy which helps ensure the continued presence of Norwood in the community it humbly serves.

**I am so pleased to say that this organization continued to be a leader in providing support to our families and children.**

**2,660**  
participants  
served

# Norwood's Impacts in 2021

**3,861**  
direct family  
visits

**7,443**  
referrals  
provided



**8,064**  
individuals received  
child development  
kits

**21,217**  
meals and  
snacks served



# From the Executive Director



**I am proud to work alongside such a dedicated, knowledgeable and experienced staff and volunteer group who tirelessly provide outstanding and crucial services to our children, families and the community.**

– Laurie Fagan, Executive Director

**Y**ear one of the pandemic showed us how well our team could meet the critical challenges brought on by the ever-changing environment. Year two showed us how the team could persevere, adapt and get better than we ever thought possible.

When I use the word ‘team’ above, I am including our amazing Norwood families, whose tenacity and commitment to improving their and their children’s lives is nothing short of inspirational. Their strength and resilience have been particularly challenged over the past year, yet 88% reported feeling less stressed and less isolated because of their involvement in Norwood programs—and that’s what keeps our amazing staff showing up every day ready to go. It’s also why we kept our Centre fully operational and accessible all year long, despite the ever-shifting pandemic operating environment.

Our staff worked tirelessly to provide full services and support to our children and families because we know that child development does not stop, nor does the need for healthy and positive relationships stop, during a pandemic. We continually shifted our programming to best meet the needs of those we serve by increasing the number of home visits and family coaching opportunities, and by delivering parenting classes in

both in-person and virtual formats.

We continued to provide thousands of child development kits in the community to ensure families had the resources they needed to fully support their children’s ongoing healthy development at home, particularly when dealing with illness and isolation.

Many of our families accessed the C5 Essentials Market to supplement their weekly groceries with culturally appropriate choices based on their family’s needs.

An exciting development for our agency in 2021 was the establishment of the Norwood Child and Family Resource Centre Fund—an endowment fund administered by the Edmonton Community Foundation. An endowment fund provides opportunities for donors to contribute to the organization and the return on the investment provides Norwood with unrestricted operational funding which can be used in any program within the agency. With a typical rate of return of 4%, a \$100 donation will become \$104 within one year and then will be further compounded over a decade or two, so you can see it adds up quite quickly over time.

I am proud to work alongside such a dedicated, knowledgeable and experienced staff and volunteer group who tirelessly provide outstanding and crucial services to our children, families and the community.

At Norwood Child and Family Resource Centre, we recognize the parent as the expert of their family's well-being. Our programs and services draw from families' strengths to support optimal child development and create positive change for families.

## Vision

Healthy Children • Healthy Families • Healthy Communities

## Mission

Norwood builds on the strengths of children and families through support and education to optimize child development and connect families to community.

## 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 grounded in fostering healthy relationships, the bonds between children and family, and family and the community.

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

## Our Board of Directors:

Amanda Lindberg	Board Chair
Whitney Shaw	Vice Chair
Kara Engley	Treasurer
Ashley Snape	Director
Ana Potzkai	Director
Don Gnatiuk	Director
Jessica Rutten	Director
Peter Schalk	Director



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

**94%**

I have confidence in my parenting skills.



**96%**

I do things differently with my child to support them.



**96%**

I know how to set clear limits.



**98%**

I take time to play or talk to my child.



**99%**

I felt welcomed and respected.



**97%**

I have seen improvement in my child's development.



**95%**

I learned about new resources for my family.



**99%**

I received information that was useful for my family.

**88%**

I feel less stressed.



**99%**

I was listened to at Norwood.



**During the pandemic, we were able to effectively support our families!**

## Our participants say ...

94%

### I have confidence in my parenting skills.

“I never thought I would have a child. When I learnt I was pregnant I was very anxious and upset. I did not know if I would take care of a little human in a way that it should be. To be honest, my first few months of interactions with my baby were based on the information I learnt from the Kid Kit cards and the discussions I had with my home visitation worker. I am now confident as a parent and very thankful for the program I am connected to through Norwood Child and Family Resource Centre.”

96%

### I do things differently with my child to support them.

“I had been so irritable with my son earlier in the day for turning on every light in the house, and then switching the living room lamp on and off as I was trying to use it. I gave him a timeout because to me, at the time, he was misbehaving. After talking with my family support worker, I realized how proud my son was that he could reach to switch all of those switches. He was actually a typical fulfilled toddler because he could do so much more than before. Just that change in perspective made me a more positive parent. Now when he turns on lights like crazy, I politely ask him to turn them out.”

96%

### I know how to set clear limits for my child.

“... I have also realized that my boundary setting with my child needs to be more defined and I should not be letting the boundaries be fluid. It just confuses him and frustrates me.

Had I not received the help I have benefited from these last 3.5 years, I would have struggled to change from the parenting style that I was raised in. The communication between parent and child was poor when I was growing up. Now I know how to distract my son from tantruming using conversation, I can teach him new words as we learn how to talk to each other, and I am able to explain to him how to express his emotions appropriately.”

98%

### I take time to play or talk with my child.

“I found having information at my fingertips, and was given explanation helped me to parent my child. I grew up in a family where I spent more time in my room, and less interaction, which I did not want [my child] to grow up in an environment as mine. I have seen how he blossoms and giving him the time and energy to grow with positive interactions.”



# Norwood Team Charter

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 with each other.

## Respect

We accept others without judgement 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 inspire and collaborate with others in the team working towards improved outcomes for children and families.



# 2021: Another year of challenges and adaptation



Once again throughout 2021, our staff took extraordinary steps to keep families engaged and reduce isolation.

- We assembled the Early Childhood Subject Matter Expert team. They provided training about the early years to staff and board members through 12 different presentations and provided information for web and social media outreach.
- Our staff team of 50 completed a combined total of 133 trainings.
- 100% of our eligible staff completed Brain Story Certification training.
- We held our first hybrid agency event for National Child Day and celebrated both in-person and virtually at the same time.
- We reorganized our website to be more user-friendly and informative and ramped up our social media efforts. As a result, web and social media started growing into more effective communications tools for parents and other stakeholders.



# The Nozack Family Story

Kyle Nozack works as a paramedic/firefighter in Strathcona County. He's also a former Norwood Head Start child and lifelong resident of the Norwood neighbourhood in Edmonton – he lives within a few blocks of the house he grew up in. Kyle is exactly who we are talking about when we say positive early childhood experiences support people who grow up to be strong, healthy community members.

Kyle attended Head Start in 1992 and 1993, and today is a father himself. Remembering how much he enjoyed Norwood as a child, he and his wife Joanne started bringing their son, Hudson, to Norwood's drop-in parent and child play groups. That led to joining some of Norwood's parenting groups, such as Triple P Positive Parenting, and accessing the Parent Respite Program so Hudson can gain some independence and have play time with other children, while they take a break to re-energize. They take full advantage of Norwood programs and believe it has significantly helped them as parents while also letting them meet new people in their community.

## Every parent can use a little bit of assistance

“We all think that, you know, you become a parent and you know how to do it all – you just take care of them. And you know, with some kids maybe you

can do that. But with our little one, we just needed a little bit of assistance with some behaviour things and to help him through,” Kyle says. “The Triple P Program was significant and then obviously being around the teachers here—through Jumping Gym Time and Stay and



Kyle, Hudson, and Joanne at Norwood

Play—helped us, and helped him as well, deal with things that came up with regard to behaviours and different situations.”

## Being the calm person your child needs

When we asked Kyle what he thought was his main takeaway from the groups he's been to so far, he replied, “I think a big one was just staying calm, being the calm person that he [Hudson] needed. That significantly helped whenever we had any kind of issue arise. Every kid is

## Lifelong connections

Kyle is still in touch with two of his former Head Start classmates, one of whom is a physician and the other a professor at the University of Toronto. This demonstrates the positive impact of the Head Start program in one of Edmonton's most challenged inner-city neighbourhoods.

going to have a bit of a tantrum or run into something, but when he has that calm person to help guide him through interactions that he doesn't know how to deal with yet, that helped us and helped him—to shorten them, to lessen the frequency, and to make it easier for everyone.”

Kyle credited the Norwood family educators with helping him and his wife become the source of calmness when Hudson needed it, but also found that conversations with other parents helped them realize how every parent struggles to understand their child's behaviour from time to time. “We all are human and we all make mistakes and we all learn and we all get better. It's all about trying to just become better people and make great kids.”

### **Young children need practice socializing**

Kyle and Joanne are interested in having Hudson attend Head Start when he turns four. He is accessing the Parent Respite Program from time to time just to start socializing with other children and getting used to having ‘teachers.’ Like many children, Hudson has spent a lot of time at home with his parents since COVID protocols restricted normal social lives. They want Hudson to get used to interacting with other people and “be put in those situations where he needs to use his communications skills, his social skills, and work on the emotions ... there's only one way to do those things, and that's practice.”

Though Kyle felt a little nervous about leaving Hudson in the Parent Respite Program the first few times, Hudson soon started happily heading into his community. “Now we hardly get a goodbye out of him,” Kyle laughs.

We asked Kyle what advice he would give to other parents who don't know about what Norwood offers.

### **Dip your toes in with drop-in programs**

“I would say to access the drop-in programs – they're easily accessible, you can find all the information online – that way you can dip your toes into the water and see what Norwood has to offer, meet some of the great amazing staff and then you can look into the other programs they offer for parenting ... I think we can all use a little bit of help and encouragement with parenting. It's not easy at all, no day is simple. It's a constant learning process and I think those programs helped my learning and my enjoyment of parenting ... I would say if you have the time to access Norwood, you and your family will benefit.”

*Note: Kyle's mother worked at Norwood Centre when he attended Head Start, and his grandfather volunteered here as well.*



The Nozack family enjoying some hands-on play and social time with other families at a parent-child play group.



## Our participants say ...

99%

### I feel welcomed, respected, and listened to.

“Something that our family really appreciates about this agency (NCFRC) is treating all families and children with equality, diversity and respect despite of whatever culture they are in. An amazing organization with amazing staff members who are dedicated to improve and help every child’s developmental challenges to let children grow physically, socially, mentally and emotionally. We are really happy with your determination and hard work. Staff members helpful attitude makes it clear that you can continue to take on new challenges and grow with the agency/organization. Thank You !”

97%

### I have seen improvement in my child’s development.

“I love all of the parenting advice and support because my son has severe expressive language delay and had I been left by myself to discover his it would have been difficult to advocate for him. I have more confidence as a parent because of this assistance. I am glad for all of the support because I can be a more positive parent.”

95%

### I learned about new resources for my family.

“At the beginning, [Norwood] were unable to give me a support worker, but the intake worker helped me with a lot of stuff. I was so stressed about housing; I was in the shelter. I was so stressed about finding resources, but she helped me in a very timely way, and I was able to be less stressed, and find housing. ... We managed to address a lot of my concerns in every visit. It would take me days to accomplish things that we got done in an hour together. The speed, friendly visits, and accomplishments that they reach is really remarkable. I can’t find anything better. By relieving my stress, Norwood has directly impacted my children in a positive way. Otherwise, I would be on my own stressing about my issues day and night instead of ever resting.”

99%

### I received information that was useful for my family.

“I really appreciate the services and support provided by Norwood and its staff. I have learned a lot of information around child development and parenting. I am new to Canada. Someone coming into my house with resources, information and supports really makes me feel connected and less isolated.”

**... as a result of a Norwood program.**

# Financial Statements

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## INDEPENDENT AUDITOR'S REPORT ON SUMMARY FINANCIAL STATEMENTS

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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, 2021 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, 2021. We expressed a qualified opinion on those financial statements in our report dated February 23, 2022.

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, 2021, 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, 2021.

The misstatement of the audited financial statements is described in our qualified audit opinion in our report dated February 23, 2022. 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, 2021 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 23, 2022  
Edmonton, Alberta

*Cagle & Company*  
CHARTERED PROFESSIONAL ACCOUNTANTS

**C&Co**

# Financial Statements

**NORWOOD CHILD & FAMILY RESOURCE CENTRE**  
**Summary Statement of Financial Position**  
**December 31, 2021**

	<b>2021</b>	<b>2020</b>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 1,442,663	\$ 942,011
Accounts receivable	39,517	523,502
Goods and services tax recoverable	7,859	10,244
Prepaid expenses	29,199	8,748
	1,519,238	1,484,505
 <b>TANGIBLE CAPITAL ASSETS</b>	 23,230	 33,906
	<b>\$ 1,542,468</b>	<b>\$ 1,518,411</b>
 <b>LIABILITIES AND NET ASSETS</b>		
Accounts payable	\$ 64,460	\$ 98,337
Wages payable	130,514	124,407
Deferred contributions	365,654	634,889
	560,628	857,633
 <b>DEFERRED CAPITAL CONTRIBUTIONS</b>	 11,745	 17,256
	572,373	874,889
 <b>NET ASSETS</b>		
Unrestricted fund	866,625	540,052
Internally restricted fund	103,470	103,470
	970,095	643,522
	<b>\$ 1,542,468</b>	<b>\$ 1,518,411</b>

**NORWOOD CHILD & FAMILY RESOURCE CENTRE**  
**Summary Statement of Revenue and Expenditures**  
**Year Ended December 31, 2021**

	2021	2020
<b>REVENUES</b>		
Government of Alberta	\$ 2,280,145	\$ 2,631,854
Foundations and private funding	853,293	707,613
Family and Community Support Services	772,615	827,615
Government pandemic assistance	433,124	427,808
C5 Program revenue	89,909	60,113
Edmonton Community Adult Learning Association	61,464	66,668
Casino	38,827	9,629
Other	16,758	16,643
Donations	12,701	16,366
Canada Summer Jobs	8,735	
Gain on disposal of assets	7,000	-
Amortization of deferred capital contributions	5,511	5,511
Interest income	3,400	5,919
Rental revenue	-	2,850
Insurance proceeds	-	62,356
	4,583,482	4,840,945
<b>EXPENSES</b>		
Salaries and wages	2,901,003	2,984,204
Employee benefits	431,224	411,938
Professional services	144,873	106,895
Donations	100,000	-
Repairs and maintenance	84,056	110,464
Consulting fees	79,563	98,504
C5 Program expenses	78,857	60,113
Program expense	75,050	204,549
Telephone and utilities	63,622	41,921
Conferences, seminars and staff development	58,816	40,080
Equipment purchases	54,835	86,861
Transportation costs	47,420	35,295
Travel	40,975	46,586
Office supplies	32,303	34,725
Professional fees	23,083	22,415
Insurance	13,263	11,967
Amortization	10,676	8,093
Bank and payroll service charges	5,127	5,878
Accreditation	4,971	871
Vehicle	3,732	5,033
Volunteer	3,460	1,072
Rental	-	58,316
	4,256,909	4,375,780
<b>EXCESS OF REVENUES OVER EXPENDITURES FOR THE YEAR</b>	<b>\$ 326,573</b>	<b>\$ 465,165</b>



# Our funders

Our heartfelt thanks to:



Royal Alexandra Hospital  
Employees' Charitable  
Donations Fund



Eldon and Anne Foote Community Fund  
Harvonen Family Fund



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