



Family and Community Supports Services Rocky View County 2025 Funding Application and Report



**ROCKY VIEW
COUNTY**

☒ Funding Application

☐ Annual Report

	General Funding Large (\$10,000 and over)	General Funding Small (under \$10,000)	Special Project (\$7,500 and under)	Total
FCSS Funding Request			\$ 5,000.00	\$ 5,000.00
FCSS Funding Received (actual)				\$ 0.00

1. AGENCY INFORMATION	
Agency Name	URSA
Program/Project Name	Sector Connector
Program Contact	Pam McGladdery
Contact Phone	
Executive Director	Pam McGladdery
Email	pam.mcgladdery@ursa-rehab.com
Website	www.ursa-rehab.com
Mailing Address	808 Manning Road NE
Fiscal Agent (if required)	URSA

2. ORGANIZATION TYPE	
Alberta Societies Act Registration Number	
Charitable Number (if applicable)	108160904RR0001
Government Agency (if applicable)	
Other (please specify)	

2.1 Please provide a brief overview of your agency, include mission, mandate, short history. [1/4 page max]

URSA is a non profit charitable organization. We will be acting as the fiscal agent and the main contact for the newly formed Sector Connector. Historically, there have been very few service providers in the RVC supporting adults with developmental disabilities. Families would have to hire their own staff, make their own arrangements or travel to Calgary for services. In early 2024, the Provincial Gov supported several organizations in expanding to the RVC area. URSA took the lead and formed a group in order to better support the families, advocate, and to avoid duplication. This Sector Connector group is comprised of 6 organizations. URSA, Vecova, FAIM, Accredited Supports to the Community, Prospect, and Above & Beyond Care.

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AGENCY NAME	PROGRAM/PROJECT NAME	GRANT AMOUNT REQUESTED	% OF TOTAL PROGRAM BUDGET	GRANT AMOUNT AWARDED
Sector Connector	wareness Campaig	\$ 5,000.00	77	

Please check which of the FCSS Rocky View Priorities your program/project will address:

- ☒ Mental Health Supports
☒ Senior Supports
☐ Child, Youth, and Family Supports
☐ Other

3. PROGRAM/PROJECT LOGIC MODEL

3.1 Program/Project Description [1/2 page max]

Provide a brief description of the program you are applying for funding for.

The Sector Connector would like build awareness and capacity for families in the RVC. Families who have adults with developmental disabilities that are looking or support services such as; independent living skills, community access, respite services, employment supports, outreach, or individualized services. The 6 agencies currently have capacity in our programs to accept new families/individuals.

Our Awareness Campaign would include activities such as; presentations, social media campaign, radio, printed materials, events, and family tours/meetings.

May 19-24, 2025 has been proclaimed by the Minister of Community and Social Services as Disability Support Professionals Week. The Sector Connector group would like to host a disability awareness fair or event that week. We have asked the RVC Council to consider proclaiming that week as well.

URSA's Airdrie location is new, and we are eager to introduce our services to families in RVC. As we expand into this community, we are optimistic about connecting with families seeking individualized supports, day programs, and community integration opportunities. Through the Sector Connector initiative, we look forward to raising awareness about the options available and ensuring individuals with developmental disabilities and their families can easily access the right supports.

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3.2 Statement of Need: [1/2 page max]**What** community issue, need or situation are you responding to?**What** evidence do you have to support that this is an issue, i.e. local data, trends, reports?

The Sector Connector was formed to address service gaps for adults with developmental disabilities in RVC by building family capacity, increasing individual independence, and reducing social isolation. Historically, families in RVC have had limited local service options, often arranging their own staffing or traveling to Calgary. Provincially, over 14,000 individuals access PDD services, and demand is surging. The Minister of Community and Social Services reports a 22% population increase and a 170% rise in disability diagnoses over five years. The Sector Scanner 2024 highlights further barriers:

- Restricted PDD intake limits access, especially in rural areas.
- Service vacancies remain unfilled, leaving families without needed supports.
- Workforce shortages and funding gaps create challenges in expanding services.

The Sector Connector brings together six agencies with the capacity to accept new families, ensuring better coordination and preventing duplication. Through awareness campaigns and direct outreach, this initiative will help families access the supports they need—closer to home.

** Please [click here](#) to see supporting ACDS Sector Scanner 2024 report for additional context and supporting data related to the challenges and needs identified in this application

3.3 Rationale: [1/2 page max]Given the evidence above, **how** will your strategy help you achieve your outcomes, i.e. best practices, research?**Why** will your strategy help you achieve your outcomes?

Early intervention is key for individuals with developmental disabilities, but many families face barriers such as language, parental health issues, or geographic isolation. While Calgary is a hub for medical and professional supports, long wait times leave families struggling to access timely supports.

The Sector Connector will help fill this gap by:

- Raising awareness about available services.
- Providing education and resources to families.
- Connecting individuals to supports in their own communities.
- Advocating for sustainable services in RVC.

Historically, families in RVC have had few options and have been left to navigate these challenges alone. A strong awareness campaign and coordinated advocacy will ensure families know where to turn and have access to the supports they need—closer to home.

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3.4 Program/Project Design: [1 page max]**Briefly** describe your program/project.**How** are you going to address the issue, need or situation?**What** are the actions/steps/activities? How often will these activities take place and for how long?

The Sector Connector will address long-standing service gaps in RVC by launching a targeted Awareness Campaign to connect families with available supports. Many families remain unaware of the services and resources now available to them, and this initiative will ensure they receive the information they need.

To maximize reach and engagement, the Awareness Campaign will incorporate:

Social media – Targeted campaigns across multiple platforms to engage families online. Word

of mouth – Leveraging personal and professional networks to increase awareness.

Community events – Hosting accessible, family-friendly events to connect directly with RVC residents.

Printed materials – Flyers, brochures, and posters distributed throughout RVC.

Signage & advertising – Billboards, local media ads, and mailouts to reach all corners of the community.

Through these efforts, the Sector Connector aims to:

- Identify and reach families who are not currently receiving services.

- Support families in navigating the variety of services now available.

- Develop natural supports, increasing independence and resiliency for individuals with disabilities.

- Advocate for ongoing service expansion and accessibility in RVC.

Implementation Timeline:

April 2025 – Awareness Campaign Launch

- Develop Sector Connector branding and materials in collaboration with all six agencies.

- Design and distribute digital and printed materials, linking to agency websites.

- Launch a coordinated social media campaign to increase awareness and direct families to supports. Including Facebook advertising

May 2025 – Disability Awareness Fair & Community Engagement

- Host a Disability Awareness Fair to connect families directly with service providers.

- Expand advertising efforts, including signs, local media, and potential direct mail outreach to RVC families.

June 2025 – Ongoing Engagement & Second Event

- Evaluate initial outreach efforts and adjust strategies as needed.

- Explore hosting a second event to maintain momentum and continue community engagement. Assess the impact of social media, advertising, and word-of-mouth referrals to refine future outreach efforts.

By leveraging diverse outreach strategies and consistent engagement, the Sector Connector will ensure families in RVC gain awareness, access services, and receive the support they need—closer to home.

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3.5 Community Connections: [1/2 page max]**What** existing or new connections will you use to support your program/project?**How** will County residents know about your program/project, i.e. marketing, engagement events etc.?

The Sector Connector was formed to ensure families in RVC are aware of and have access to the diverse services now available. By working collaboratively, we will avoid duplication and maximize outreach.

To strengthen this Awareness Campaign, we will work with key community connections, including:

- High schools – Engaging special education teachers to connect with transitioning youth and their families.
- Community centers – Distributing materials and hosting events at locations such as Bearspaw Lifestyle Centre, Balzac Community Hall, and Crossfield & District Community Centre.
- Airdrie-based services – Partnering with Volunteer Airdrie, Community Links, family groups, the City of Airdrie, and Rotary Club Airdrie to reach more residents of RVC.

Through marketing, engagement events, and direct community involvement, the Sector Connector will ensure families in RVC know where to turn for services and support.

3.6 Collaborative Partnerships: [1/2 page max]**What** existing or new partnerships will you leverage to advance your program/project?

The Sector Connector is a newly formed partnership between six agencies working together to support families in RVC. This collaboration ensures that services are not duplicated and that families can access the supports best suited to their needs.

The Sector Connector is also open to expanding its partnerships, actively seeking collaboration with local organizations, municipalities, and community groups that align with its mission. By leveraging these relationships, we can strengthen advocacy efforts, increase awareness, and improve service accessibility across RVC.

This collective approach will allow us to share resources, amplify outreach efforts, and create a more coordinated support network for individuals with developmental disabilities and their families.

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3.7 Volunteerism: [1/2 page max]**How** will County residents engage in volunteer activities in your program/project?

The Sector Connector will rely on community engagement and volunteer efforts to ensure the success of its awareness initiatives.

Volunteers will play a key role in:

- Spreading the word by helping promote events and sharing information with families.
- Participating in events by speaking about their experiences or assisting with logistics.
- Collaborating on awareness efforts through brainstorming sessions with families and RVC members.

This initiative is entirely unfunded, with activities being carried out through volunteer hours and in-kind support from the six partnering agencies. By working together, we can maximize impact and ensure families in RVC receive the support they need.

3.8 Was your program/project implemented as planned above? If yes, proceed to the next sections of the annual reporting. If not, why? What changed? How did it go? [1/2 page max]

**Please note if you are not able to implement your program/project as stated above, you must get permission from Rocky View County before proceeding*

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4. IMPACTS & OUTPUTS**4.1 Outcomes [1/2 page max]****What** change or impact do you want to achieve?**Please complete section 5 below, and list the Program/Project Outcomes you have identified and are measuring for your program/project*

Improve social well being in the community

Community Outcome # 2: Community social issues are identified and addressed.

Indicator: AGENCIES AND/OR COMMUNITY MEMBERS WORK TOGETHER IN PARTNERSHIP TO

ADDRESS SOCIAL ISSUES IN THE COMMUNITY: Partnerships created to address priority social issues in the community. Levels of partnership: Communication, Cooperation, Coordination, Collaboration

QUESTION: As a result of the SECTOR CONNECTOR our working partnership has made more of a positive impact on social issues in our community

4.2 Target Group [1/2 page max]**Who** will be served in your program/project, i.e. youth, families, seniors, volunteers?

The Sector Connector target group is adults (18+) with developmental disabilities in RVC, including young adults transitioning from high school and seniors. The initiative will also engage families and support networks, such as siblings, extended family, paid supports, schools, church groups, and community members.

Each organization within the Sector Connector has capacity to accept new individuals: URSA

– Up to 20 full-time spaces in its community access program.

Vecova – Up to 10 full-time spaces.

Accredited Supports to the Community – 2-3 spaces. FAIM

– 2-3 spaces.

Above & Beyond Care – 10 spaces. Prospect

– A variety of openings.

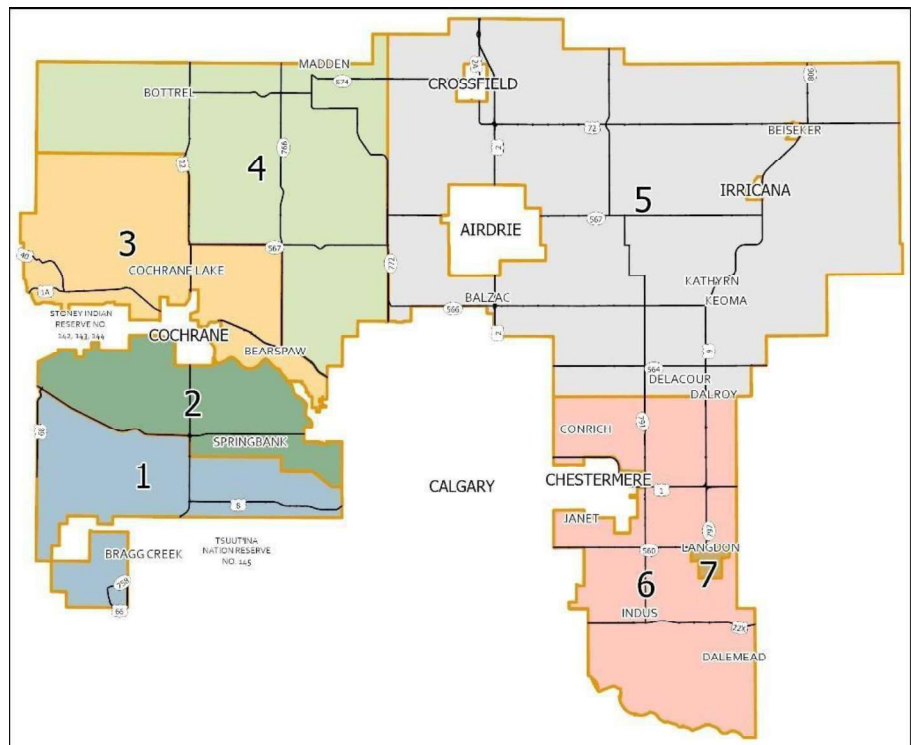
Together, the Sector Connector has an estimated capacity of 45 spaces for adults with developmental disabilities, ensuring more individuals in RVC can access the supports they need.

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4.3 Program/Project Location

Where is program/project to be offered in the County?
**Please check all divisions that apply.*

- ☒ DIVISION 1
- ☐ DIVISION 2
- ☐ DIVISION 3
- ☒ DIVISION 4
- ☒ DIVISION 5
- ☐ DIVISION 6
- ☐ DIVISION 7



4.4 Anticipated and Actual Number of Individual Participants Served for this program/project

	All Individuals Anticipated	All Individuals Actual	County Residents Anticipated	County Residents Actual
# of Volunteers	10		5	
# of Volunteer Hours	100		50	
# children and youth (under 18)	0		0	
# adults (18 +)	45		25	
# seniors (65 +)	10		5	
Total individuals served	55	0	30	0

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5. OUTCOMES and MEASUREMENT

MANDATORY for all funding streams.

5.1 Program/Project Outcome Statement:

IMPROVE SOCIAL WELL-BEING OF COMMUNITY

Alignment with the FCSS Outcomes Model: Provincial Outcome	Alignment with the FCSS Outcomes Model: Provincial Indicator	FCSS Measures Bank Measure Number:	Measure(s): <i>Write the measure (survey question) as it is in the measures bank and exactly as you will write it on your survey.</i>
Provincial Outcome: Community Outcome # *If Individual Outcome # 3 - Include Asset Category:	Provincial Indicator:	PM6	1. As a result of the SECTOR CONNECTOR our working partnership has made more of a positive impact on social issues in our community Scale Used: ASC # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____
	AGENCIES AND/O		2. (if more than one measure for this outcome) Scale Used: # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____

OPTIONAL for General Funding – Large Only

5.2 Program/Project Outcome Statement:

Alignment with the FCSS Outcomes Model: Provincial Outcome	Alignment with the FCSS Outcomes Model: Provincial Indicator	FCSS Measures Bank Measure Number:	Measure(s): <i>Write the measure (survey question) as it is in the measures bank and exactly as you will write it on your survey.</i>
Provincial Outcome: If Individual Outcome # 3 - Include Asset Category:	Provincial Indicator:		1. Scale Used: # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____
			2. (if more than one measure for this outcome) Scale Used: # completing measurement tool: _____ # completing this measure: _____ # experiencing a positive change: _____

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CONTINUED OPTIONAL for General Funding – Large Only**5.3 Program/Project Outcome Statement:**

Alignment with the FCSS Outcomes Model: Provincial Outcome	Alignment with the FCSS Outcomes Model: Provincial Indicator	FCSS Measures Bank Measure Number:	Measure(s): <i>Write the measure (survey question) as it is in the measures bank and exactly as you will write it on your survey.</i>						
Provincial Outcome:	Provincial Indicator:		1.						
If Individual Outcome # 3 - Include Asset Category:			<table border="1"> <tr> <td>Scale Used:</td> <td># completing measurement tool: _____</td> </tr> <tr> <td></td> <td># completing this measure: _____</td> </tr> <tr> <td></td> <td># experiencing a positive change: _____</td> </tr> </table>	Scale Used:	# completing measurement tool: _____		# completing this measure: _____		# experiencing a positive change: _____
		Scale Used:	# completing measurement tool: _____						
	# completing this measure: _____								
	# experiencing a positive change: _____								
			2. (if more than one measure for this outcome)						
			<table border="1"> <tr> <td>Scale Used:</td> <td># completing measurement tool: _____</td> </tr> <tr> <td></td> <td># completing this measure: _____</td> </tr> <tr> <td></td> <td># experiencing a positive change: _____</td> </tr> </table>	Scale Used:	# completing measurement tool: _____		# completing this measure: _____		# experiencing a positive change: _____
Scale Used:	# completing measurement tool: _____								
	# completing this measure: _____								
	# experiencing a positive change: _____								

6. ADDITIONAL INFORMATION

Identify Outcome Measurement Tool(s) Used:

☒ Self-Report Survey ☐ "Other" Report Survey ☐ Verbal Survey

Outcome Measurement Tool(s) used – when administered

☐ Pre/Post ☐ Reflective Pre/Post ☒ Post-Only
7. PROPOSED AND ACTUAL PROGRAM/PROJECT BUDGET

- **Complete the 2025 Budget Template at the bottom of this application.**
- **Fill in the Required Information:**
 - Complete all relevant sections of the form.
 - Ensure that all figures are accurate and up to date.
 - If any field is not applicable, please mark it as "N/A".
- **Review Your Entries:** Double-check the information you have entered for accuracy and completeness.
- **Save Your Completed Budget Form:** Save the form with your changes.
- **Submit the Form:** Make sure the completed PDF budget form is submitted with your application and/or report.



7. INPUTS (Resources dedicated to the program. Include staff and budget for one year.)						
2025 PROPOSED AND ACTUAL BUDGET (Ensure all calculations are correct. Use the second column to itemize the program expenses to which you plan to direct the County FCSS funds. Column 1 + Column 2 = Column 3)						
ITEM	Column 1 2025 Costs to be paid/contributed by the Applicant and other funding partners (Agency Contribution)	Column 2 2025 Costs to be funded by Rocky View County FCSS (Program Request)	Column 3 2025 Year End Total Program Budget (Total Cost)			
EXPENSES						
	Proposed	Actual	Proposed	Actual	Proposed	Actual
PERSONNEL						
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
A. SUBTOTAL PERSONNEL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
MATERIALS & SUPPLIES (specify)						
Printed Materials & Signage (flyers, brochures, posters, banners)	\$ 625.00	\$ -	\$ 2,000.00	\$ -	\$ 2,625.00	\$ -
Event Costs (venue rental, supplies)	\$ 500.00	\$ -	\$ 1,620.00	\$ -	\$ 2,120.00	\$ -
Mail-out Campaign (postage, printing)	\$ 225.00	\$ -	\$ 750.00	\$ -	\$ 975.00	\$ -
Volunteer & Engagement Support (refreshments, small tokens of appreciation (thank you cards))		\$ -	\$ 130.00	\$ -	\$ 130.00	\$ -
Social Media & Digital Promotion (small ad boosts, content design)	\$ 150.00	\$ -	\$ 500.00	\$ -	\$ 650.00	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
B. SUBTOTAL MATERIALS & SUPPLIES	\$ 1,500.00	\$ -	\$ 5,000.00	\$ -	\$ 6,500.00	\$ -
TRAVEL & TRAINING (specify)						
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
C. SUBTOTAL TRAVEL & TRAINING	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OTHER (specify)						
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
D. SUBTOTAL OTHER	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
E. TOTAL PROGRAM EXPENSES	\$ 1,500.00	\$ -	\$ 5,000.00	\$ -	\$ 6,500.00	\$ -
REVENUE						
(Specify other sources of funding including fundraising and other grants for this program/project, not including this grant.)						
Above and Beyond Care	\$	250.00				
Prospect Contribution	\$	250.00				
Accredited Supports to the Community Contribution	\$	250.00				
FAIM Cash Contribution	\$	250.00				
Vecova Contribution	\$	250.00				
URSA Contribution	\$	250.00				
	\$	-				
	\$	-				
TOTAL REVENUE	\$	1,500.00				
F. ROCKY VIEW COUNTY FCSS REQUEST						
(DEFICIT = Total of Column 3 Expenditures - Total Revenue)			\$ 5,000.00			