



Rocky View County
Family & Community Support Services (FCSS)

2021 FCSS GENERAL FUNDING APPLICATION

(FUNDING PERIOD: January 1 – December 31, 2021)

ALL INFORMATION PROVIDED IS PUBLIC

APPLICATION DEADLINE IS 4:00 P.M. SEPTEMBER 30, 2020 NO EXCEPTIONS

1. ORGANIZATION INFORMATION	
Organization Name	North Rocky View Community Links Society
Program Name	Family Resource Program
FCSS Funding Request (over \$7,500) (from Section 9.6 C Proposed Budget)	\$66,432.00
E-Mail Address and Website	info@nrvc.ab.ca www.nrvc.ab.ca barb@nrvc.ab.ca
Mailing Address (include postal code)	#211, 125 Main St. NW, Airdrie, AB T4B 0P7
Street Address (for courier purposes)	
Agency Telephone Number	403-945-3900 1-866-945-3905
Agency Fax Number	403-945-3901
Executive Director Name	Brenda Hume
Program Contact Name	Barbara Gross
Phone Number (If different from above)	[REDACTED] (Brenda), [REDACTED] (Barb)

2. CERTIFICATION OF COMPLIANCE

This is to certify that to the best of my knowledge and belief, the information included in this application complies with the requirements and conditions set out in the Family and Community Support Services Act and Regulation.
(<https://www.alberta.ca/family-and-community-support-services-fcss-program.aspx>)


Signature (Agency Signing Authority)

Executive Director
Title

Brenda Hume
Print Name

9/30/2020
Date

Submit Completed Documents to, or for further assistance contact:

Randy Ell, FCSS Coordinator 403.520.1289
Rocky View County,
262075 Rocky View Point
Rocky View County, AB T4A 0X2

Please note that faxed or e-mailed copies of the application will not be accepted. All proposals (printed single sided pages only) must be received in the Rocky View County main administration building by 4:00 p.m. SEPTEMBER 30, 2020. It is strongly recommended that you courier or hand deliver your proposal and request confirmation of receipt. APPLICATIONS NOT RECEIVED BY THIS DEADLINE WILL NOT BE ACCEPTED.

☒ Please email confirmation of receipt of this application to: Lori@nrvc.ab.ca

Please indicate how you heard of the Rocky View County FCSS Program:

_____ newspaper ad _____ social media _____ website visit/search

_____ word of mouth X other (specify) _____ past connection to RVC FCSS

3. SOCIETY MEMBERSHIP (current)

Number of Members	20
Membership Fee Per Member	\$1.00

4. TYPE OF ORGANIZATION

Alberta Societies Act Registration Number:	5013937874
Charitable Number (if have one):	106690241RR0001 <input type="checkbox"/> Government Agency

5. DAYS AND HOURS OF OPERATION OF THE PROGRAM

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
OPERATING HOURS	Airdrie Office 8:30 am - 4:30 pm Belseker Office Closed	Airdrie Office 8:30 am - 4:30 pm Belseker Office 9:30 am - 3:00 pm	Airdrie Office 8:30 am - 4:30 pm Belseker Office Closed Crossfield Satellite Office 10:00 am - 1:00 pm (2 nd Wed of each month) Irricana Satellite Office By appointment	Airdrie Office 8:30 am - 8:00 pm Belseker Office Closed	Airdrie Office 8:30 am - 4:30 pm Belseker Office 9:30 am - 3:00 pm		
Dates not Open:	Between Christmas and New Year: December Dec. 24 afternoon, Dec. 25-31, 2021, Jan. 4 (2022)						
Statutory Holiday:	Closed			Other	Our Airdrie office is closed from 12-1pm daily. The agency is closed the 3rd Wednesday of each month from 12:00-4:30pm for staff meeting. Please note that some groups, workshops, and parent consultations are offered in the evening and on weekends.		

6. DOCUMENTATION REQUIREMENTS:

Do not provide other attachments unless requested to do so.

List of current agency Board of Directors by name and Board position (Board information is requested to ensure sufficient governance and make members accessible to administration, if required.) Do not include personal contact information (home addresses, emails, or phone numbers).	<input checked="" type="checkbox"/>
Fee Policy and Schedule (if applicable)	<input type="checkbox"/>
Organizational Chart of Agency	<input checked="" type="checkbox"/>

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Certificate of Incorporation under the Societies Act if new applicant. (Not applicable to other municipal governments and associated departments)	<input type="checkbox"/> Included <input type="checkbox"/> Not Applicable
Constitution and Bylaws (first time applicants only unless changes were made by previously funded groups)	<input type="checkbox"/>
Job description(s) for County FCSS funded positions requested (first time applicants only unless changes were made by previously funded groups)	<input type="checkbox"/>
Most recent Audited Financial Statement	<input checked="" type="checkbox"/>

The personal information on this form is being collected for the purpose of determining eligibility of an applicant to receive FCSS funding; to assist in administering the FCSS funding; and to monitor, assess, and evaluate your program. This information is collected under the authority of Section 33 (c) of the Freedom of Information and Protection of Privacy Act and may become public information once it is submitted to the FCSS program. Questions regarding the collection of this information can be directed to the Manager, Recreation and Community Services at 403.520.6307.

7.1 PROGRAM DESCRIPTION

Provide a brief program description in a few sentences (to be used for publication by FCSS)

The Family Resource Program offers community programming that focuses on prevention, promotion, and early intervention strategies for parents and caregivers in North Rocky View as well as quality child development programming. Our goal is to offer evidence-based positive and effective parenting and child development information and strategies to increase knowledge, confidence and coping skills in parents/caregivers that they can pass on to their children. We also strive to reduce isolation for families to increase their support network. We meet this goal through information, resources and on-going support that enhances the ability of individuals to provide the best possible environment for the development of strong, healthy, positive families that are more resistant to crisis and more active members of the community.

7.2 PREVENTION

In what way(s) is your program preventive in nature? Check the appropriate items from the following list. You will be required to report on each of the Outcomes that you have selected.

Provincial Outcome	Rocky View County Outcomes	
Improved social well-being of individuals	Outcome 1: Individuals experience personal well-being. Indicators: Resilience; self-esteem; optimism; capacity to meet needs; autonomy; competence; personal engagement; meaning and purpose.	<input type="checkbox"/>
	Outcome 2: Individuals are connected with others. Indicators: Quality of social relationships; social supports available; trust and belonging.	<input type="checkbox"/>
	Outcome 3: Children and youth develop positively. Indicators: Developmental assets.	<input type="checkbox"/>

Provincial Outcome	Rocky View County Outcomes	
Improved social well-being of families	Outcome 4: Healthy functioning families. Indicators: Positive family relationships; positive parenting; positive family communications.	<input checked="" type="checkbox"/>
	Outcome 5: Families have social supports. Indicators: Extent and quality of social networks; family accesses resources as needed.	<input checked="" type="checkbox"/>

Provincial Outcome	Rocky View County Outcomes	
Improved social well-being of the community.	Outcome 6: The community is connected and engaged. Indicators: Social engagement; social support; awareness of the community; positive attitudes toward others and the community.	<input type="checkbox"/>
	Outcome 7: Community social issues are identified and addressed. Indicators: Awareness of community social issues; understanding of community social issues; agencies and/or community members work in partnership to address social issues in the community.	<input type="checkbox"/>

7.3 PRIMARY TARGET

Indicate the Primary target at whom the program is aimed by estimating the percentage of the program's FCSS allocation that is directed to services in the following categories.

Children		%
Youth		%
Families	100	%
Adults		%
Seniors		%
Volunteerism		%
Community Development		%
Total	100	%

7.4 SOCIAL SERVICE CONTINUUM

Please indicate the percentage of each section below that your program provides.

• Promotion: Programs and services that promote public education and awareness of social needs.	4	%
• Prevention: Programs and services focused at the earliest opportunity on individuals and families whose social well-being in community life is at risk.	94	%
• Early Intervention: Programs and services focused on individuals and families with identified early signs of unmet needs, who require support to enhance their social well-being.	2	%
• Specialized Services: Programs and services for individuals and families focused on emerging social needs not yet sufficiently addressed by community support.		%
• Remediation Services: Programs and services for individuals and families with clearly defined unmet needs, who require assessment, intervention, and treatment to enhance their social well-being.		%
Total	100	%

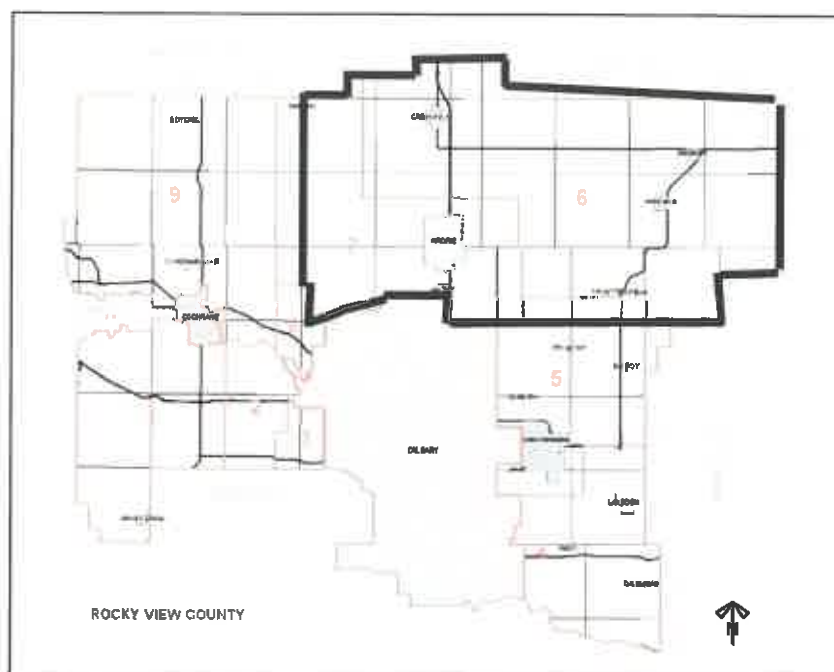
8. COORDINATION AND COMMUNICATION

A. Identify organizations within the program's catchment area (define your region of operation; include towns and border of service area and also clearly mark it on the map with thick black lines) that provide similar services.

Our mandate is to serve families in the North Rocky View area including the City of Airdrie, Towns of Crossfield & Irricana, Village of Beiseker, and North Rocky View County residents.

Organizations within the catchment area that provide similar services include:

- Rocky View Schools Adult Learning (Early Literacy),
- Irricana Municipal and Rural Library (Early Literacy),
- Beiseker Library (Early Literacy),
- Alberta Health Services (Nutrition).



B. What cooperative and coordinative steps has the program taken with these agencies?

The Family Resource Program works to deliver parenting and child development information and referrals to families in the North Rocky View area. This includes partnerships with **Alberta Health Services, Rocky View School Division and Rocky View Schools Adult Learning**. Together with our existing partners, we are collaborating with the libraries in Irricana and Beiseker to offer programs. All of these collaborative programs serve North Rocky View County families.

C. Describe the similarities and differences between the proposed program and those identified as being delivered by other organizations.

Similarities: Community Links, Rocky View Schools Adult Learning, and libraries offer programs which stress the importance of early literacy. Community Links and Alberta Health Services offer resources and supports to residents to promote the healthy development and well-being of children and families.

Differences: While all these organizations do offer limited services and programs to families, Community Links is the only organization that offers a comprehensive range of prevention and promotion programs and services for families (parents/caregivers) of children 0 – 17 years of age. Programs offered by Rocky View Schools Adult Learning and the rural libraries are based on early literacy information transference, whereas our programs provide information, resources, and on-going support that focus on parenting and all areas of child development including literacy and safety.

OUTCOMES MODEL

(For further information on the outcomes model contact the County FCSS program for a copy of a toolkit.)

9.1 AGENCY/PROGRAM VISION

Desired social condition. May be your agency's existing vision statement.

Community Links: *Strong Individuals Strong Families Strong Communities*

Family Resource Program: Adults who live or work with children and youth are empowered to create an optimal environment in which children and youth can reach their potential and become responsible, contributing members of their community.

9.2 AGENCY/PROGRAM MISSION

Unique role in working towards the desired social condition. What are you currently doing to achieve your mission (e.g. other programs and services that are not a part of this application for funding)?

Community Links strengthens individuals, families and communities in North Rocky View by providing them with and connecting them to services, supports and resources.

Our goal is to provide parents and caregivers with the support, resources and information that will empower them to create an optimal environment to ensure better outcomes for children.

The Family Resource Program offers five core services: Early Childhood Learning and Care; Family Support, Parent Education; Developmental Screening and Information and Referral.

In addition to this, our agency provides a wide variety of services that span from birth to seniors. Some examples of this are Intake, Counselling, Family Child Care, Volunteer Services, the Toy Library, Community Engagement and Outreach Services, and the Respite Program.

9.3 STATEMENT OF NEED

Problem statement; description of the situation you wish to change.

A strong, healthy environment is one of the strongest predictors of a child's ability to acquire the skills they need to be successful in life. Rocky View County 2016 Census shows that 19.4%¹ of the population is under 15 years of age. Many of these young families have moved into the area and may lack traditional supports. Research says that we need to build adult capacities to improve child outcomes.² Strengthening families and building confidence while supporting positive parenting, healthy child development, and social connections will help ensure children have the nurturing relationships and safe, supportive environments to grow and learn. Their future depends on it.³

1. Rocky View County Demographics: 2016 Census Results. www.rockyview.ca/Business/InvestinRockyView/Demographics.aspx
2. The Centre of the Developing Child, Harvard University. 2013. "Building Adult Capacities to Improve Child Outcome: A Theory of Change". Retrieved from www.youtube.com/watch?v=utU-a_FsSY
3. Alberta Government, July 2013. "Together We Raise Tomorrow project." www.earlychildhood.alberta.ca

9.4 STRATEGY/ACTIVITIES

How will the program address the specified need? What goal or long-term change or impact do you want to achieve? What are you going to do in the program to achieve your goal(s)?

The program aligns to the empowerment principles of family support and adheres to the Guiding Principles of Family Supports.⁴ It is a community driven, strength-based, evidence-based approach for all families. The wide spectrum of programs provide a welcoming, safe first access point to more specialized services.⁵ Primary focus is on early childhood and provide opportunities to enhance a child's skills. The need is evident when 36.1% of North Rocky View kindergarten children experiencing developmental difficulties. This is 6.7% higher than the Alberta rate.⁶ Five core services are delivered in a variety of ways throughout the community to accommodate learning styles, life styles, and work schedules. Programs and services are offered year-round, throughout the week, both daytime and evening and occasional weekends. As part of a larger organization, we offer a multi-disciplinary, ecological approach to supporting families.

4. Guiding Principles of Family Supports, Family Resource Canada, 1998. (Kyle, I and Kellerman, M.)
5. FRP Canada, July 2001.
6. Government of Alberta, 2016. Alberta Early Development Instrument (EDI) Community Profile Report, Data Collection, North Rocky View. Page 6 & 8.

9.5 RATIONALE

An explanation of why you believe this strategy or approach will work; include research if possible.

Compelling evidence from a wide range of scientific disciplines tells us that early experiences, combined, with gene-environment interaction, lay the foundation - for good or ill - for brain development and nearly all aspects of human development throughout life.⁷ Overwhelmingly, research shows that parenting has a powerful impact on a child's ability to learn and behave appropriately. Increasing the probability of positive outcomes will impact how well children do in school, their physical and mental health, behaviour, relationships and general well-being. Family Resource Programs have proven to be a very effective and efficient way to reduce or minimize the effects of potential crisis on families and helps to ensure children and families have the skills and resources necessary to succeed in school and in life.⁸ The healthy development of all children provides a solid foundation for economic productivity, responsible citizenship, strong communities, and successful parenting of the next generation.⁹

7. Center on the Developing Child, Harvard University, 2013. "Five numbers to remember about Early Childhood Development". www.developing-child.harvard.edu.
8. Carl Dunst, 1993: Theories regarding the characteristics and effectiveness of Family Support.
9. Alberta Family Wellness Initiative, Sharing the Brain Story, 2015. Page 13.

9.6 INPUTS

***Please see end of application for budget shell. Budget sheet(s) MUST follow the template as provided.**

A. Have you researched or sourced other methods of funding? How do you propose to sustain this program?

The Family Resource Program is funded by Rocky View County FCSS, City of Airdrie FCSS, community donations and user fees.

In order to address the continued growth of our programs and the need for increased and sustainable funding, Community Links continues to work on goals that: create awareness in the community about the needs of the agency; identify opportunities to participate in 3rd party fundraising events and secure donations from a number of new and existing investors with a focus on ongoing vs. one-time support. We also hold agency fundraisers. These efforts, although critical to sustain and expand programming for the community, add to the already heavy workloads of staff, Board and volunteers.

Community Links also continually explores and submits applications to various foundations that meet the criteria of the specified project.

B. Has this budget been authorized by your Board of Directors? Yes X No ☐ If no, please explain:

9.7 PROJECTED OUTPUTS (Count of products and services delivered to the target group. For definitions, see the end of the report)

Please report the projected direct product of your activities, usually measured by volume of work accomplished. Must include projected number of individual participants, volunteers and volunteer hours. Other outputs may include projected number of training sessions, workshops, and community development programs. Include projected number of County residents utilizing services. Rocky View County residents do not include people who reside in Airdrie, Beiseker, Chestermere, Cochrane, Crossfield, Irricana or Redwood Meadows. It does include those who live outside of these municipalities and within the hamlets located within the County's borders.

A. PROJECTED NUMBER OF INDIVIDUAL PARTICIPANTS SERVED:

People served should only be counted once unless they are part of a family being served (see definitions). DO NOT include group participants, contacts, or community development initiatives if counted below.

Provide general summary of outputs here:

People served should only be counted once unless they are part of a family being served (see definitions). DO NOT include group participants, contacts, or community development initiatives if counted below.

Family Supports and Developmental Check-Ups

Number of Children/Youth (0 to 18 years) 200 Number of County Residents: 20

Number of Adults (19 to 64 years) 250 Number of County Residents: 12

Number of Seniors (65+ years) 4 Number of County Residents: 1

Number of Families 200 Number of County Families: 20

B. PROJECTED NUMBER OF GROUPS SERVED:

(e.g. workshops, training and/or education groups)

Provide general summary of outputs here:

Parent Education: Workshops/Groups (including SafeKids and SafeTots)

Early Childhood Learning & Care: Preschool/Parent (caregiver) Groups

Number of Groups: 89 Total Number of Participants: 2300 Number of County Residents: 60

C. PROJECTED NUMBER OF CONTACTS PROVIDED:

(e.g. providing assistance with forms/referral; telephone, mail outs, email, and social media)

Provide general summary of outputs here:

Information and Referral

Number of Clients: 1200 Number of County Residents: 40

D. PROJECTED NUMBER OF COMMUNITY DEVELOPMENT INITIATIVES:

(E.g. community assessment, mobilization, and/or advocacy committees. Do not include service to individuals)

Provide general summary of outputs here:

N/A

Number of Initiatives:

Number of Clients:

Number of County Residents:

E. VOLUNTEERISM

a) What are the roles of volunteers in the program?

Program assistance, practicum students.

b) How does the program promote, encourage, and facilitate the use of volunteers?

Community Links takes proactive measures to minimize volunteer turnover by building strong relationships with volunteers. Every effort is made to ensure they feel connected and part of the team. An important part of this is by encouraging all staff, not just those directly connected to the volunteer role, to engage with volunteers. Staff are encouraged to introduce themselves to volunteers, address volunteers by name and thank volunteers for their commitment to the agency and the community.

To promote volunteerism in the agency, staff are encouraged to review their roles and determine where volunteer positions can be created, allowing staff more time to increase the delivery of direct services to community residents.

Volunteers are recognized verbally and through hand-written thank you cards, as well as through Certificates of Appreciation, coupons for local businesses, letters of recommendation and a Volunteer Appreciation Event held annually. Volunteers who exceed expectations are recognized with a special gift such as a gift card or a lunch. Volunteers are also recognized through the opportunity to attend volunteer conferences and workshops that are offered within the agency (3-4 times per year) and within the community. These retention strategies ensure that volunteers feel that they are part of the team and they feel more positive and energized as a result of their connection with our agency.

Community Links attracts volunteers through:

- Community Links website
- Community Links *Connecting: Programs and Services Guide*
- newsletters: Community Links quarterly newsletter, church bulletins
- local media: radio and community newspapers
- Volunteer Airdrie website
- social media – Facebook, Instagram and Twitter
- agency booth at community events
- presentations to local faith community groups and Service Clubs
- targeted recruitment to seek volunteers with specific skills and qualities
- word of mouth

Community Links retains qualified volunteers by:

- presenting the agency as enthusiastic and prepared to utilize volunteers;
- touring new volunteers through the agency, introducing staff and explaining how each department contributes to a strong, supportive work environment;
- preparing accurate and thorough job descriptions;
- recognizing and helping volunteers to develop individual skills, such as leadership, social skills and self-esteem;
- appreciating and recognizing volunteers both informally and formally;
- building solid relationships through caring conversations and constant engagement;
- representing volunteerism as a fun activity that helps oneself, makes a difference to others and strengthens and sustains community;
- setting up a formal interview, orientation and selection process for prospective volunteers, indicating our commitment to professionalism;
- connecting volunteer opportunities to the agency's Mission;
- clarifying the nature of the social change that the agency is seeking;
- developing clear short-term goals that relate to the desired outcome;
- communicating volunteer initiatives throughout the community;
- providing volunteers with training opportunities that are appropriate to their volunteer position;
- creating opportunities where volunteers take on a mentorship role with other volunteers. This increases their sense of well-being and personal growth.

c) Total number of volunteers in <u>agency/program/county</u> :	102/8/0
d) Total number of volunteer hours in 2019: <u>agency/program/county</u>	9047/3.5/3.5
e) Estimated number of volunteer hours until the end of 2020: <u>agency/program/county</u>	4000/273/0

9.8 EXPECTED OUTCOMES

Statements, which describe the difference the agency/program intervention will make with clients in the short term, mid-term, and long term. These must logically connect to the Provincial and Rocky View County Outcomes in Section 7.2.

At this point, we do not have the ability to track mid-long term outcomes.

Improved social well-being of families: Healthy Family Functioning.

1. Long-Term Outcome: Families are supported to provide a nurturing, positive, healthy, safe environment for children.
 - 1.1 Mid-Term Outcome: Participants will be able to manage any new parenting challenge they face, which will improve their functioning as a family.
 - 1.2 Short-Term Outcomes: (Parents/caregivers will have knowledge of positive parenting skills.)
 - 1.2.1. Parents/caregivers will have knowledge of positive parenting skills.
 - 1.2.2. Parents/caregivers will have confidence in their parenting skills.
 - 1.2.3. Parents/caregivers will have knowledge of child/youth development.
 - 1.3 Short-Term Outcome: Participants have increased independence, strengthened coping skills and more resistant to crisis.
 - 1.3.1. Children/youth will have information, skills and confidence to stay safe.

Improved social well-being of families: Families Have Social Supports.

2. Long-Term Outcome: Participants have increased independence, strengthened coping skills and are more resistant to crisis.
 - 2.1 Mid-Term Outcome: Participants are connected with community-based resources and supports in order to improve their ability to be self-reliant, reduce isolation.
 - 2.2 Short-Term Outcomes:
 - 2.2.1. Parents/caregivers will develop new formal and informal support networks.
 - 2.2.2. Parents/caregivers will be connected to community resources.

9.9 OUTCOME INDICATORS

List the specific items of information that you will track to measure your program's success on outcomes. These are generally in the form of a cluster of questions or surveys and relate directly to the Rocky View County Outcome Indicators listed in Section 7.2. Copies of the Provincial FCSS Measures Bank are available upon request.

PLEASE NOTE: Surveys are only completed by ADULT participants in the program. Therefore, the sample size is in relation to participants is a much smaller number than we are actually serving.

Improved social well-being of families: Healthy Family Functioning.

Short-Term Outcome 1.2.1.: Parents/caregivers will have knowledge of positive parenting skills.

- a.) # of adult participants reporting they are aware of positive parenting strategies.
- b.) # of adult participants reporting they make more time to play or talk with their child (have an improved relationship with their child).
- c.) # of adult participants reporting they talk calmly and respectfully more often with their child when he/she misbehaves.

Short-Term Outcome 1.2.2.: Parents/caregivers will have confidence in their parenting skills.

- a.) # of participants reporting an increase in confidence in parenting skills.

Short-Term Outcome 1.2.3.: Parents/caregivers will have knowledge of child/youth development.

- a.) # of participants reporting an increase in knowledge of typical child/youth development.
- b.) # of participants completing Ages & Stages (ASQ)/Ages & Stages – Social Emotional Developmental Screenings (ASQ-SE).
- d.) # of children who are flagged through ASQ/ASQ-SE.
- e.) # of children who are referred for further support/assessment.

Short-Term Outcome 1.3.1.: Children/youth will have information, skills and confidence to stay safe.

- a.) # of children/youth reporting they know adults that they can go to when they need help.
- b.) # of children/youth reporting they have learned skills that will help them to stay safe.

Improved social well-being of families: Families Have Social Supports.

Short-Term Outcome 2.2.1.: Parents/caregivers will develop new formal and informal support networks.

- a.) # of participants who report they have family, friends, or members of the community who help them feel safe, secure, and happy.
- b.) # of adult participants who report they have more opportunity to connect with other parents/caregivers.

Short-Term Outcome 2.2.2.: Parents/caregivers will be connected to community resources.

- a.) # of adult participants who report they have more knowledge of community resources and family supports.
- b.) # of adult participants who report they are better able to access the resources available for their family when they need them.

10. ADDITIONAL INFORMATION

Please provide a brief agency/program history.

Community Links is a non-profit agency that has served the North Rocky View Region including Airdrie, Beiseker, Crossfield, Irricana, Balzac, Kathryn and the surrounding areas in the County of North Rocky View since 1982. The agency's purpose is to serve and promote the welfare of people in the North Rocky View community and to ensure that all people have access to services, resources, and opportunities they require to promote their well-being.

In addition to the primary prevention programs identified in this application, Community Links with its 39 employees, offers a variety of services and programs that address many needs and issues within the communities it serves. Residents that are served can be facing one or multiple issues such as: basic needs (housing, clothing, food, household items, medication, transportation or recreation), financial and/or emotional strain, family dynamics, employment issues, bullying/family violence, special needs, and legal issues. Through advocacy and support, residents are connected to our programming or with other programs/services/resources that build on their abilities to address needs and growth. Residents can also receive counselling and assistance with connecting to childcare options, respite, parenting and volunteer opportunities. The agency also works collaboratively with community members and partners to address identified gaps in service delivery or projects that promote healthy growth and development.

Some of the facts that we are proud to report for April 1, 2019 to March 31, 2020 are:

- We supported 10,935 individuals (19% children 0 – 6, 20% children/youth 7 - 18, 49% adults and 12% seniors) through various programs and services. (Over an eleven year period we have worked with an average of 11,475 individuals annually);
- We worked with 6,792 families;
- We connected over 11,005 times with community members;
- We provided 18,791 referrals to individuals for additional support;
- 250 volunteers provided 9,047 hours of support to the agency;
- 57% of staff have been with the agency over 5 years which speaks to the dedication that staff have towards the agency.

These statistics are a testament that we continue to work towards our Vision and together we can make a positive difference in the well-being of the community by meeting many of the social needs.

"Family resource programs, firmly rooted in their communities...provide a spectrum of early support and prevention services for families with children...(They) also serve as non-threatening access points to more specialized services in the community" (FRP Canada, July 2001). Overwhelming research shows that parenting has a powerful impact on a child's ability to learn and behave appropriately. It also shows that parents need support and knowledge to do the job of parenting to the best of their abilities. "The foundation for strong and healthy children is set in the early years; starting even before they are born. All children need nurturing relationships and safe, supportive environments to grow and learn. Their future health and success in school, work and relationships depends on it" (Alberta Government, July 2013, Together We Raise Tomorrow Project).

Research, including the National Longitudinal Survey of Children and Youth, show that up to 1/3 of parents and caregivers lack knowledge of normal child development. "For instance ... many parents don't know that 1-year-olds can't tell the difference between right and wrong, and often don't cooperate or share when playing with other children." "A lack of proper understanding of a child's development can cause assorted problems." "A mom could misinterpret a child's normal curiosity as intentionally being defiant, and could respond with harsh discipline (and/or) withdrawal of affection and repetition of that pattern over time that could hinder the child's potential for full growth and development." (Dr. Heather Paradis; May 4th presentation to Pediatric Academic Societies' meeting, Honolulu, 2008).

Some expected results of a quality family resource program include:

- less children and families requiring child protection services;
- more children with special needs and developmental delays can be identified early and connected to appropriate services;
- more Aboriginal children and parents participate in quality early learning activities;

- more parents and caregivers have improved parenting skills and knowledge of child development.

Research supports the need for children to have the opportunity to develop fully in all developmental areas. These skills are essential factors in determining the child's success in school and in life. We cannot assume all children have access to the activities that support optimal development and not all parents have the knowledge of where their child's development may be delayed. Our evidence-based, quality Early Childhood Programs offer parents the information and children the activities that support skill development so that children are ready to learn and thrive.

Parents have opportunities for input into when, where and how programs are delivered and evaluated. Information and referrals are offered to empower parents to make decisions for their family.

We are working to increase awareness and use of developmental screenings by families and professionals including Physicians, preschools, playschools, and Family Day Home Providers. By increasing access to the questionnaires and offering appointments with Early Childhood Professionals, more questionnaires are being completed. In 2021, we will be able to offer an on-line tool for parents. As a result, we expect the number of children identified as having possible delays and referred for further support/assessment to increase.

Our program has increased the amount of advertising and program promotion to raise awareness of what is available to families. Cost was identified as possibly preventing families from accessing services so we offer programs at no cost or at substantially reduced rates. All families are welcome regardless of their ability to pay.

Request

In addition to County of Rocky View FCSS funding, we receive funding from a variety of other funding sources. Currently there are 5.44 FTE staff (multiple funders), 0.62 FTE of this is funded by Rocky View County FCSS.

In order to continue to best meet the needs of the community and to take advantage of future opportunities, we are respectfully asking for the County of Rocky View FCSS to fund:

- a 5% COLA (cost of living adjustment) for current staff members to address staff retention issues;
- increased financial support for lease costs of \$5,000.
- a .2 fte Administrative Staff

Prevention programs have proven to be a very successful way to reduce or minimize the effects of potential crisis on families.

North Rocky View is rich in resources and it is our job to connect families with as many of those resources as possible so they can make informed choices as to what is most appropriate for them. This organization has a strong history of partnerships and collaborations in this community and in the Province. Our very successful partnership with Rocky View Schools Community Learning and libraries have provided opportunities to expand Early Literacy Programs into rural communities.

Despite the need for different methods of service delivery due to the COVID crisis, we will continue to serve North Rocky View residents and meet our projected goals. The use of technology will enable us to maintain our services and offer programming both virtually and in-person. In 2021, the use of technology (ZOOM and YouTube) will enhance our existing programs and serve even greater numbers of NRV residents by reducing barriers to services, such as; geographical barriers, inclement weather and poor driving conditions, and availability of child care. In 2021, we will be developing Webinars for topics on common parenting challenges, such as positive discipline and raising a responsible child. This will allow parents, grandparents and caregivers to access these programs without waiting for in-person classes to be offered and at a time most convenient for them. A Facilitator will be available to follow-up with the family to answer any questions. We will also continue to work with rural communities and schools to offer in-person programming when space is appropriate and available.

11. STORIES

Please provide 1 or 2 short anecdotal stories about some of your County rural clients who have received services from your organization, and how their situation has improved as a result of their involvement in this program. This story may be used for publication by FCSS. Please do not include any client identifying information.

We loved all of the baby programs offered by Community Links prior to COVID. We were quite active in the classes that were offered. My son and I participated in various classes such as BabyTime (APL & CL), Baby Babble, Baby Sign Language, and Travelling Tales & Tunes. These classes were very instrumental in adapting to motherhood, and the ladies leading the classes were so wonderful!

For myself, I received such valuable information that I'm not sure I would have received otherwise. Learning songs to sing, how to communicate, what activities to do with my son, and what to look for/assist developmentally, were incredibly helpful! Baby Babble was a wonderful class for me as a first time mom. It was good to get into a routine of getting out, and having a support system of other moms (along with the wonderful Community Links instructors), and being in a welcoming environment with women in the same situation as me.

For my young son, I feel it helped him learn to be social, and be curious about other babies. It got him used to getting out of the house and be in a group setting. He loved the songs we would sing and looking at all that was going on in the room. The sign language specifically has helped him to communicate earlier than he would by using words. He really enjoys using the signs he knows.

I can't say enough about these programs, and sure hope they continue for other moms like myself!!

COMPLETE THIS SECTION ONLY IF YOU RECEIVED 2020 COUNTY FCSS FUNDING AND ARE APPLYING FOR AN INCREASE.

12. 2021 FUNDING INCREASE REQUEST EXPLANATION

A. 2020 County FCSS Grant	51,500
B. 2021 County FCSS Request	66,432
C. Does this request result from a decrease in other funding support? Specify.	
No	
D. Identify requested funding increase. List each category and the amount of increase (e.g. Personnel, Materials and Supplies).	
The requested funding increase is to support both personnel and lease costs for 2021	
E. Provide a rationale together with supporting data, using demographics as necessary.	
Community Links is requesting that the Rocky View County FCSS help support these costs to ensure sustainability of current space for programming. In order to meet program needs and take advantage of future programming opportunities, Community Links is requesting additional financial support for administrative staff, an increase COLA (Cost of Living Adjustment) to address staff retention issues and additional lease support for annual lease increases.	
F. How will this increase impact clients and services? How will the change be measured? If the increase is not granted, what effect will it have?	
All requests for funding will assist in ensuring that programming and space is stable and clients receive consistent high quality services. This change will be measured through the outcomes as defined in the application. If it is not granted, then 1) there is lost opportunity for additional supports within the community for children, families and individuals, and 2) Community Links runs the risk of staff turnover which negatively impacts services and programming for children, families and individuals.	
G. Outline the efforts already taken to accommodate the proposed program adjustment.	
Fundraising has become an integral part of our sustainability and it is performed largely by the staff of Community Links. While our priority is to serve the clients, the additional job responsibilities of fund development does add to our ever increased workload. Community Links also explores and submits applications to various foundations on an on-going basis that fit the criteria for Family Resource Services.	
H. How many years have you received County FCSS funding?	
20	

2021 Rocky View County FCSS Budget Page

Please ensure that section 9.6 starts on a page(s) with no other sections on the page(s). For consistency purposes, it is **IMPERATIVE** that you use the following template as provided and **NOT** modify it, other than adding additional lines.

9.6 INPUTS (Resources dedicated to the project. Include staff and budget for one year.)			
2021 PROPOSED BUDGET (Ensure all calculations are correct. Use the second column to itemize the program expenses to which you plan to direct County FCSS funds. Column 1 + Column 2 = Column 3)			
ITEM	Column 1 2021 Costs to be paid or contributed by the Applicant and other funding partners (Agency)	Column 2 2021 Costs to be funded by County FCSS (Program Request)	Column 3 2021 Projected Year End Total Project Budget (Total Cost)
EXPENSES			
PERSONNEL (specify positions and hours per week)			
FRS Manager (.91 fte)	61,750.66	11,369.00	73,119.66
Parent Coaches (3.62 fte)	144,621.56	22,316.00	166,937.56
Administrative Support / Stats	53,100.78	1,400.00	54,500.78
1 day Admin Support (ASK)		8,178.00	8,178.00
5% COLA (ASK)		1,754.00	1,754.00
a. SUBTOTAL PERSONNEL	259,473.00	45,017.00	304,490.00
TRAVEL & TRAINING (specify)			
Staff Travel	166.00	34.00	200.00
Vehicle Exps	100.00		100.00
Staff Development	210.00	140.00	350.00
Facilitators	2,026.00	374.00	2,400.00
Association/Professional Fees	300.00		300.00
Program Evaluation	210.00		210.00
b. SUBTOTAL TRAVEL & TRAINING	3,012.00	548.00	3,560.00
MATERIALS AND SUPPLIES (specify)			
Program Activities	228.25	46.75	275.00
Program Supplies	725.75	174.25	900.00
Resources	415.00	85.00	500.00
Office Equip / Repairs & Maintenance	1,659.00	421.00	2,080.00
Office Expenses	1,705.00	170.00	1,875.00
c. SUBTOTAL MATERIALS AND SUPPLIES	4,733.00	897.00	5,630.00
OTHER (specify)			
Rent	23,880.00	19,720.00	43,600.00
Telephone	1,205.00		1,205.00
Advertising & Promotion	900.00		900.00
Community Development	175.00		175.00
Insurance & Bank Fees	707.00		707.00
Legal & Accounting	1,515.00		1,515.00
Fundraising Expenses	50.00		50.00
Volunteer / Board / Staff Recognition	25.00	250.00	275.00
d. SUBTOTAL OTHER	28,457.00	19,970.00	48,427.00
e. TOTAL EXPENDITURES (e=a+b+c+d)	295,675.00	66,432.00	362,107.00
REVENUE (specify other sources of funding including fundraising, fees for service, other grants, etc.)			
FCSS - City of Airdrie	284,430.00		
Donations	11,245.00		
f. TOTAL REVENUE	295,675.00		
g. FCSS REQUEST (DEFICIT = Total of Column 3 Expenditures – Total Revenue)		66,432.00	