



**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**

<b>1. ORGANIZATION INFORMATION</b>	
Organization Name	North Rocky View Community Links Society
Program Name	Outreach and Communications Program
FCSS Funding Request (over \$7,500) (from Section 9.6 C Proposed Budget)	\$117,545.00
E-Mail Address and Website	<a href="mailto:info@nrvc.ab.ca">info@nrvc.ab.ca</a> and <a href="http://www.nrvc.ab.ca">www.nrvc.ab.ca</a>
Mailing Address (include postal code)	#211, 125 Main Street NW, Airdrie, AB T4B 0P7
Street Address (for courier purposes)	Same as above
Agency Telephone Number	(403) 945-3900
Agency Fax Number	(403) 945-3901
Executive Director Name	Brenda Hume
Program Contact Name	Sandra Joe / Laurie Jacob-Toews
Phone Number (If different from above)	[REDACTED]

**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](mailto: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
                 
 ☒ other (specify) Previous recipient

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):	106690241 RR0001	<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 Beiseker Office Closed	Airdrie Office 8:30 am - 4:30 pm Beiseker Office 9:30 am - 3:00 pm	Airdrie Office 8:30 am - 4:30 pm Beiseker Office Closed Crossfield Satellite Office 10:00 am - 1:00 pm (2 <sup>nd</sup> Wed of each month) Irricana Satellite Office By appointment	Airdrie Office 8:30 am - 8:00 pm Beiseker Office Closed	Airdrie Office 8:30 am - 4:30 pm Beiseker Office 9:30 am - 3:00 pm	Closed	Closed
Dates not Open:	One week between December 25 <sup>th</sup> and January 1 <sup>st</sup> .						
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.		

6. DOCUMENTATION REQUIREMENTS:	ATTACHED
<u>Do not provide other attachments unless requested to do so.</u>	
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"/>
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 Outreach and Communications Program provides services and supports to all ages (children, youth, adults, seniors and families) as well as referrals to other agencies and organizations. The Outreach and Communications Program helps individuals and families identify resources that may be able to assist them to increase community participation and promote social inclusion. Support is given to address various primary prevention concerns which include, but are not limited to: education, employment, forms assistance, special needs resources, legal referrals, parenting support and connections, outreach, assistance with projects/initiatives, and information on community and agency services (including child care options and volunteer opportunities). In addition to being a resource for community residents, various other Service Providers contact Community Links for consultation and information about programs available to assist the community members they are supporting.

## 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 checked="" type="checkbox"/>
	Outcome 2: Individuals are connected with others. Indicators: Quality of social relationships; social supports available; trust and belonging.	<input checked="" type="checkbox"/>
	Outcome 3: Children and youth develop positively. Indicators: Developmental assets.	<input type="checkbox"/>
Improved social well-being of families	Outcome 4: Healthy functioning families. Indicators: Positive family relationships; positive parenting; positive family communications.	<input type="checkbox"/>
	Outcome 5: Families have social supports. Indicators: Extent and quality of social networks; family accesses resources as needed.	<input type="checkbox"/>
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 checked="" 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 checked="" 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	5	%
Youth	10	%
Families	30	%
Adults	25	%
Seniors	5	%
Volunteerism	15	%
Community Development	10	%
<b>Total</b>	<b>100</b>	<b>%</b>

### 7.4 SOCIAL SERVICE CONTINUUM

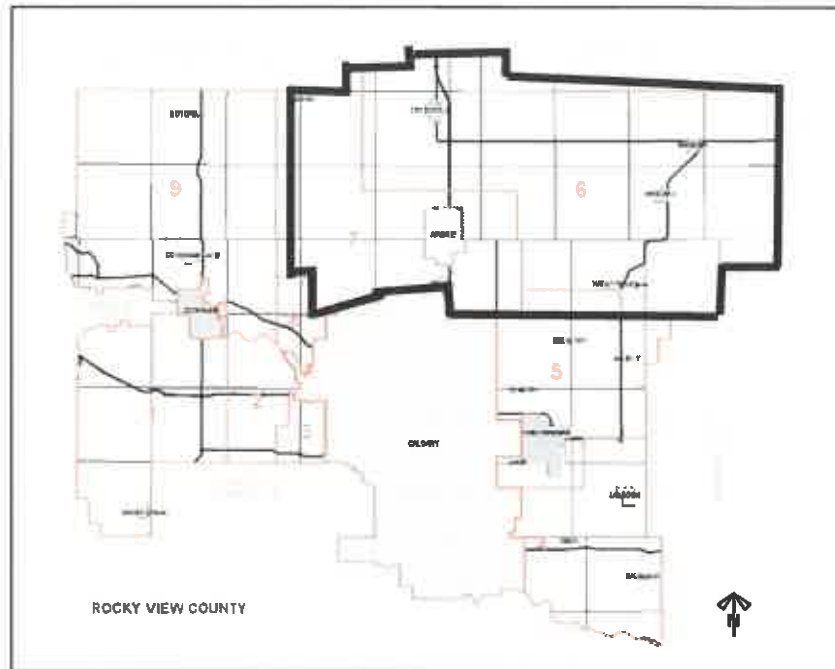
Please indicate the percentage of each section below that your program provides.

• <b>Promotion:</b> Programs and services that promote public education and awareness of social needs.	20	%
• <b>Prevention:</b> Programs and services focused at the earliest opportunity on individuals and families whose social well-being in community life is at risk.	80	%
• <b>Early Intervention:</b> Programs and services focused on individuals and families with identified early signs of unmet needs, who require support to enhance their social well-being.		%
• <b>Specialized Services:</b> Programs and services for individuals and families focused on emerging social needs not yet sufficiently addressed by community support.		%
• <b>Remediation Services:</b> Programs and services for individuals and families with clearly defined unmet needs, who require assessment, intervention, and treatment to enhance their social well-being.		%
<b>Total</b>	<b>100</b>	<b>%</b>

### 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.**

Community Links serves Airdrie, Balzac, Beiseker, Crossfield, Irricana, Kathryn, and the surrounding North Rocky View Region. There are other organizations that support the schools in North Rocky View (i.e. Boys and Girls Club of Airdrie, Closer to Home – Viewpoints, Stepping Stones to Mental Health), although the specific programs offered are not the same as those offered through Community Links. The Highland Primary Care Network also has Social Workers who are connected with each physician's office in North Rocky View.



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

In order to avoid duplication and to maintain a collaborative relationship with these partner agencies, we promote inclusive discussions about what programming and supports are being offered by each agency. We offer to meet with staff in these agencies to share information about what we do and to find out more about what services they provide. We work together to promote one another's programs. When possible, we also get permission from any mutual program users so that we can consult with our partner agencies to identify the best way for each of us to support and ensure the program users needs are being met.

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

The Boys and Girls Club, Closer to Home – Viewpoints, Stepping Stones to Mental Health and Community Links are all available to provide supports in the schools. We work with the individual schools and these partner agencies to determine which programs are best suited for each of us to facilitate and where partnership opportunities exist. We are willing to co-facilitate these groups in the schools, should the request arise. Staff from each agency bring their own unique experience and expertise to programs. Employees from the Boys and Girls Club are familiar with resources and supports relevant to youth. Community Links staff have a broad understanding of community supports available for all ages. Stepping Stones staff are based in the school and have a good understanding of the school culture. Closer to Home – Viewpoints has a focus on Mental Health and is able to provide more intensive supports. The combined skills and staff from different agencies offers program participants a more rich and diverse experience. Community Links recently hosted a collaborative meeting (via Zoom) with all of these partner agencies, as well as a representative from Rocky View Schools, to discuss how we can all work together to support the schools and their students. The discussion also included how groups and workshops can be modified to be delivered virtually, to address the current situation with COVID-19. This group will continue to meet ongoing.

The HPCN Social Workers provide assessments and forms assistance, however, they focus on those applications which require a physician's support and our staff are able to provide support with all types of applications. We often consult with the HPCN Social Workers to ensure that our mutual program users are being referred when necessary and experience a seamless process as they move between the different supports they require to meet their needs. We have a very collaborative working relationship with these staff members from other agencies.



## 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.

*Strong Individuals Strong Families Strong Communities*

### 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 of North Rocky View by providing them with and connecting them to services, supports and resources.

In addition to the supports provided through the Outreach and Communications Program, our agency provides a wide variety of services that span from birth to seniors. Some examples of this are: Counselling, Family Child Care, Family Resource Services and the Toy Lending Library.

### 9.3 STATEMENT OF NEED

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

If we can provide information to community residents and increase their awareness and access to community resources and increase their social skills, then we can create a more active and engaged community.

### 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)?

**Program Goal:** To provide Rocky View County residents with information, education and connections to community resources and supports that will improve their competence and community participation.

#### **Strategies:**

The Outreach and Communications Program addresses primary prevention concerns Monday to Friday by providing information and making appropriate connections to help individuals and families identify resources and natural supports that can assist them to increase community participation and social inclusion. By getting people connected to their community and the supports that they require, the Outreach and Communications Program is providing them with the tools they need to address their situation as well as increasing the individual's resilience and ability to address future concerns.

The Outreach and Communications Program provides opportunities for people to take ownership of their personal situation. Staff provide information about available resources and assist people to ensure that they are able to connect with appropriate services to meet their holistic needs. Our process of working with people is very much client-centered so the decisions being made are always in the best interest of the person who is seeking service. We believe in focusing on the strengths and assets of the person seeking service. We empower the client to generate potential solutions to meet their needs and encourage them to take the lead in problem solving. The hope is that this will, in turn, give the person an increased sense of self-worth and independence that will increase their capacity for the future

Preventative, educational groups and workshops are offered in the community and in collaboration with community partners to improve competence of program participants and awareness of community supports. Thirty groups/workshops will be offered in 2021 both in the community and in collaboration with local schools for youth and adults. These groups/workshops will range from 1-8 sessions. *\*Though we are working on offering groups and workshops in a virtual format, these numbers may need to be modified if we are unable to provide in-person supports, as some of the school groups/workshops are not appropriate to be delivered through a virtual platform.*

Community Engagement – Program staff attend community events and facilitate opportunities to connect with staff from partner agencies to ensure networking and collaboration between services, which creates a more streamlined service delivery for program users. In addition, awareness of events helps to promote community participation among Outreach and Communications clients. *\*Depending on the situation within our communities, events may be cancelled or modified.*

Residents can connect with the various support options as a continuum of care to increase their competence and build on their growth and development.

Pre and post-surveys are implemented to evaluate program effectiveness and for quality assurance purposes. Participant testimonials also provide valuable feedback about the services provided.

### **Volunteerism**

**Program Goal:** To build capacity and strengthen the community by providing engaging and meaningful volunteer opportunities for Rocky View County residents

#### **Strategies:**

Rocky View County residents of all ages are recruited as volunteers. These individuals are interviewed and matched to suitable volunteer placements, based on their interests, skills, experience, personal goals and agency needs. Volunteer opportunities are available throughout the year and are communicated through the Community Links website and social media, as well as through local media and word of mouth. The required length of commitment for volunteers can vary from a few hours to long term. An agency and role orientation are provided during volunteer onboarding and job-specific training as well as ongoing support is provided through Program staff. A minimum of two training sessions will be hosted in 2021. These may be offered in person or virtually. Annual satisfaction surveys and ongoing volunteer appreciation are integral parts of the program to ensure a rewarding experience for participants.

The Volunteer component of the program strengthens community residents as well as the entire community by connecting people and building social cohesion. Through volunteering, citizens develop a sense of common identity, confidence in one's neighbour and a feeling of community support and safety.

Pre and post-surveys are implemented to evaluate program effectiveness and for quality assurance purposes. Participant testimonials also provide valuable feedback about the services provided.

Recruitment is a continual process. Our Volunteer Program offers volunteer opportunities that are flexible and episodic (i.e. during summer months when children and the senior "snow birds" are at home). This flexibility is a planned retention strategy that ensures the development of a healthy balance for our volunteers and demonstrates our respect for our volunteer's commitments and priorities. Community Links' Mission, Vision and Guiding Principles are also reflected through this strategy.

*\*The volunteer programs we normally offer may need to be modified, depending on the situation with COVID-19.*

## **9.5 RATIONALE**

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

Research has shown that, although there is no single model for neighbourhood development or capacity building, it generally involves skill development and promoting neighbourhood cohesion and inclusion, which are the key components of the Outreach and Communications Program. (City of Calgary, 2014. "FCSS Research Briefs: Strong Neighbourhoods". Calgary Research Brief No. 5). The supports provided by the Outreach and Communications Program help to create healthy communities by providing opportunities for community residents to engage with one another in the community, through educational groups and workshops and awareness of community gatherings.

Through our work in other communities, we know that a lack of information on services available is often a barrier to people accessing services. Of the people accessing Intake Services at Community Links between April 1, 2019 and March 31, 2020, "information needed" was indicated as a presenting issue by 63% of the people. Community Links works hard to build relationships with other Service Providers to ensure that we are providing the most up-to-date and accurate information possible, regarding other programs being operated in our community and/or available for residents. We also advocate on behalf of community residents as we know, from past experience, that this often further helps to reduce barriers to accessing services. Community Links hosts an Interagency Meeting (in person or virtual) for Service Providers in Beiseker, Irricana and surrounding areas for networking and information-sharing, with the desired end result being a more connected and cohesive social support system in these communities. We also participate in the Crossfield Interagency meeting which has a similar goal and purpose to the Beiseker group. The Circle of Supports document for the Beiseker community, which is updated annually, helps to increase awareness of what programs and services are available in that community and surrounding areas.



The success of the Outreach and Communications Program in assisting residents in building relationships, increasing their capacity and community participation between January 1 and December 31, 2019 is demonstrated by the following:

- 82% (1077/1314) individuals reported that as a result of their visit to Community Links (Intake) or their participation in a group or workshop (Budgeting Basics/Finding Your Voice/Girls Circle/Guys Circle/Pregnancy & Beyond/PRYSM/)... they know more about how to access the community resources they need
- 78% (740/945) individuals reported that as a result of their visit to Community Links (Intake) or their participation in a group or workshop (Girls Circle/Guys Circle/Pregnancy & Beyond/PRYSM/)... they know more people they can rely on for help
- 82% (79/96) of Budgeting Basics participants reported they knew more about how to budget their money as a result of attending the workshop

The Outreach and Communications Program is able to support individuals of all ages and recognizes the importance of supporting seniors in North Rocky View. According to Age-Friendly Alberta, "in the next 10 years, the number of seniors is going to increase by more than 50%" (Age-Friendly Alberta – Alberta Health, 2014). With this information, we know that the support provided to seniors through the Outreach and Communications Program will continue to be an essential service in our community.

It is becoming increasingly recognized that social connectedness is important to people's health and well-being. As Michael D. Lieberman, PhD, notes in his book, *Social, "Just as human beings have a basic need for food and shelter, we also have a basic need to belong to a group and form relationships."* (Social Connection Makes a Better Brain, October 29, 2013). Through the work we do at Community Links in the Outreach and Communications Program, we provide a safe and welcoming place for community residents to connect. We also provide information for residents on how to engage in their community through community events and volunteer opportunities, thereby increasing their opportunities to build relationships with other community residents and hopefully build on their natural supports.

According to *City of Nanaimo: Removing Barriers to Social Isolation* (February 28, 2013), "low levels of social participation can adversely affect a person's quality of life and negatively impact their mental and physical health." As a community agency that is often a first point of contact for new residents and those wishing to get information about community resources, Community Links plays an integral role in ensuring that people feel connected in their community. These individuals need correct and up to date information to engage and become part of their new community, which is a key component of the work done by the Outreach and Communications Program. In addition to providing support and resources to meet the identified needs of those who access the Outreach and Communications Program, we also provide information about how new residents can connect in the community through community events and social activities.

Through our continued involvement with the Welcoming Airdrie Committee, we are working with other Service Providers to ensure that the needs of newcomers are being addressed in Airdrie and surrounding areas. In 2019, the Welcoming Airdrie committee updated the Newcomer's Guide which focuses on the most-needed resources for the first 30 days when someone re-locates to Airdrie. Community Links continues to work closely with the Rocky View Immigrant Services Coordinator through Calgary Catholic Immigration Society, making referrals and working together to address the needs of community members. This Worker provides settlement services to those in Airdrie, Cochrane, Chestermere and in the Rocky View School Division and has been an invaluable resource for Community Links staff.

The Volunteer Coordinator consults with others in the field and utilizes research material to ensure that best practices are utilized in the Volunteer Program. The Volunteer Coordinator continually works towards building collaborative relationships through involvement with Volunteer Airdrie, Propellus and other Volunteer Coordinators to share information and awareness of how volunteer programs are managed and delivered. The Coordinator also regularly collaborates with Volunteer Alberta's staff to ensure best practices are being utilized.

The Volunteer Program is an essential part of the quality of a community. It is a community-driven initiative that offers opportunities for personal and/or professional growth to community residents. Based on past success and continued community growth, we feel confident that our Volunteer Program will continue to succeed in the future. We regularly receive letters of thanks from individuals using our Senior Transportation and Income Tax programs, noting how being able to access these programs have made a difference in their lives, allowing them to move forward feeling confident and competent.

According to Volunteer Alberta, "99% of volunteers for Social Services organizations are motivated by the opportunity to make a contribution to the community" ("Who Are Alberta's Volunteers" tip sheet). The success of the Community Links Volunteer Program, and its positive impact on the volunteers involved in meeting this need, is demonstrated by the fact that in a random sample of Community Links volunteers in 2019:

- 97% (76/78) reported that as a result for their volunteer experience, they believe they are making a difference;
- 97.4% (75/77) reported that as a result of their volunteer experience, they feel that they are making their community a better place;
- 89% (68/76) reported that they feel like they help out more in their community by volunteering;
- 91% (71/78) reported that they feel supported as a volunteer with Community Links.

### 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 Outreach and Communication Program is funded with support from the Rocky View County FCSS, City of Airdrie FCSS, individual donations and fundraising.

In order to accommodate the continual 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 Third Party fundraising events and secure donations from a number of new and existing donors with a focus on ongoing versus one-time support. We also hold annual fundraising events. These efforts, although critical to sustain and expand programming for the community, add to the already heavy workloads of staff, Board of Directors and volunteers.

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

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

N/A

### 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:

**To provide referrals for individuals, families and service providers; to provide clients with supportive intake and assessment; to provide information and support to individuals, families and service providers.**

Number of Children/Youth (0 to 18 years) 2000    Number of County Residents: 75

Number of Adults (19 to 64 years) 2100    Number of County Residents: 75

Number of Seniors (65+ years): 750    Number of County Residents: 30

Number of Families 4000    Number of County Families: 150

*\*These numbers may be impacted by COVID-19, if we are unable to provide in-person services*

**B. PROJECTED NUMBER OF GROUPS SERVED:**

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

Provide general summary of outputs here:

**Beyond the Hurt and Healthy Youth Relationships groups and presentations**

**Budgeting Basics – groups and one-on-one sessions**

**Girls Circle, Guys Circle**

**Income Tax Clinics (Beiseker, Crossfield, Irricana)**

**Pregnancy and Beyond (Airdrie)**

**PRYSM group (in partnership with Airdrie Pride Society)**

**Rural Interagency Meeting (Beiseker and Area Service Providers)**

Number of Groups: 50 groups Total Number of Participants: 750 Number of County Residents: 25

*\*These numbers may be impacted by COVID-19, if we are unable to provide in-person services*

**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:

**Public access phone/fax/computer; information; social media; Program and Service Guide; community events; donor mail-outs, website hits, awareness campaigns, agency newsletter.**

Number of Clients: 15,000 Number of County Residents: 400

*\*These numbers may be impacted by COVID-19, if we are unable to provide in-person services*

**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:

**Family Connections**

Number of Initiatives: 2 Number of Clients: 100 Number of County Residents: 10

*\*These numbers may be impacted by COVID-19, if we are unable to provide in-person services*

**E. VOLUNTEERISM**

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

Board work, child care, crafting activities, donation sorting, errands, Friendly Visiting, Fund Development, Income Tax preparation, newsletter production and distribution, office/household repairs, program assistance, Snow Angels, special events, toy washing, and Senior Transportation.

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 agency/program/County:	102/92/1
d) Total number of volunteer hours in 2019 in agency/program/County:	9047/7767/464.5
e) Estimated number of volunteer hours until the end of 2020 in agency/program/County	4000/2500/50
<i>*These numbers have been impacted by COVID-19, as a number of our volunteer programs have been put on hold.</i>	

### 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.

#### ***Improved social well-being of individuals (Provincial)***

##### **Short Term Outcomes:**

Individuals have increased competence.

Individuals experience increased access to resources in the community.

Individuals are connected to others.

##### **Mid-Term Outcome:**

Individuals and families will have increased support and connections to improve their competence and address their needs.

##### **Long Term Outcome:**

Community residents will have enhanced quality of life and the community will be stronger.

#### ***Improved social well-being of the community (Provincial)***

##### **Short Term Outcomes:**

The community is connected and engaged

Community social issues are identified and addressed

##### **Mid-Term Outcome:**

Community residents will have increased connection to their communities

##### **Long Term Outcome:**

Community residents will have enhanced quality of life and the community will be stronger.

**Volunteerism**

*Improved social well-being of individuals (Provincial)*

**Short Term Outcomes:**

Individuals experience personal well-being.

Individuals are connected with others

**Mid-Term Outcome:**

Volunteers feel they are making a difference and are more connected to their community

**Long Term Outcome:**

The community is strong and connected

**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.

Individuals have increased competence

\*75% of individuals surveyed report feeling better about their ability to solve problems

\*75% of individuals surveyed report feeling better about their ability to take action towards improving their life

Individuals experience increased access to resources in the community.

\*80% of individuals surveyed report feeling supported by Community Links

\*80% of individuals surveyed report knowing more about how to access community resources

Individuals are connected to others

\*80% of individuals surveyed report knowing more people they can rely on for help

The community is connected and engaged

\*80% of Service Providers report being more aware of what is happening in the communities they serve

Community social issues are identified and addressed

\*80% of Service Providers report that they have developed better working relationships with other community agencies

**Volunteerism**

Individuals experience personal well-being.

\*80% of volunteers surveyed report that Community Links has helped them feel recognized for what they do

\*80% of volunteers surveyed report believing that they are making a difference

\*80% of volunteers surveyed report that they are making their community a better place

Individuals are connected with others

\*80% of volunteers surveyed report they have formed new relationships with people in their community

**Program Outputs:**

- Number of unique individuals served
- Number of families served
- Number of program user contacts
- Number of referrals into Community Links
- Number of referrals from Community Links to agency and/or community supports
- Number of supported referrals
- Number of workshops and presentations hosted
- Number of groups facilitated

**Program Outputs (Volunteerism):**

- Number of volunteers
- Number of volunteer hours
- Number of events to promote or recognize volunteers
- Number of workshops/training opportunities hosted for volunteers
- Number of volunteers who attended workshops/training opportunities



## 10. ADDITIONAL INFORMATION

Please provide a brief agency/program history.

### History

North Rocky View Community Links Society was formed through the amalgamation of Airdrie Family Services and North Rocky View Community Resource Centre on April 1, 2008. Community Links is a non-profit agency that serves the North Rocky View Region including Airdrie, Beiseker, Crossfield, Irricana, Balzac, Kathryn and the surrounding areas in the County of North Rocky View. Community Links provides services from birth to seniors that are guided by its Vision of *Strong Individuals Strong Families Strong Communities* and Mission, "Community Links strengthens individuals, families and communities of North Rocky View by providing them with and connecting them to services, supports, and resources". 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. The core services provided by Community Links are: Community Engagement, Family Resource Services and Support Services (Counselling, Intake and Seniors Services), with Outreach being a key component of each area.

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. In addition, the agency is a Family Resource Network Hub and Spoke, providing additional programs and services with a focus on families with children/youth 0 – 18 years of age.

### Community Links Statistics

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 of *Strong Individuals Strong Families Strong Communities* and together we can make a positive difference in the well-being of the community by meeting many of the social needs.

### Request

The Outreach and Communications Program currently has 4.35 FTE's (of which 1.26 FTE is funded by Rocky View County FCSS) who often provide a first point of contact for residents to be connected with Community Links. These staff members support each person who connects with the agency through the intake process by conducting an assessment and then providing information and connecting them with the most appropriate services. Through the Outreach and Communications Program we helped 5856 unique individuals between April 1, 2019 and March 31, 2020. Judging from the number of people who are accessing the agency to get additional information and referrals, we know that we are achieving our goal of being seen as the "hub" of the community, where people feel safe to ask questions and know that they can get the answers they need to become more active contributing community members. This is also validated through the testimonials and survey feedback we receive.

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 Rocky View County FCSS to fund:

- a) 0.2 FTE Administrative staffing;
- b) a COLA (cost of living adjustment) increase for current staff members to address staff retention issues;
- c) financial support for lease costs.



The other component to the Outreach and Communications Program is the vital connection of volunteerism. This component to the Program has 0.5 FTE, with 0.103 of this funded by Rocky View County FCSS that provides all aspects of volunteer services from screening and recruitment to recognition and retention. This person is also responsible for the administration of Volunteerism, including the creation of policies and procedures and a volunteer handbook. At the present time, the staffing situation for the Volunteerism component is sufficient.

#### Efforts to reach County residents

In an effort to increase our numbers of County residents, we are offering the following opportunities:

- Our satellite office in Crossfield will continue to be available one Wednesday morning each month. Supports for Irricana residents will continue to be available "by appointment". We continue to work with municipal staff and local media to promote these programs and look forward to reaching an increased number of County residents through these locations.
- Rural schools will again be contacted about the possibility of having groups and workshops set up for the 2020-21 and 2021-22 school years. There is an opportunity for some of the groups/workshops to be offered virtually, if in-person contacts are not an option.
- We are planning to offer information sessions for seniors in the rural areas, if possible. These have been well received in the past and will be continue to be offered in Beiseker, Crossfield and Irricana in 2021, especially since these were not able to be offered in 2020, due to COVID-19. *If in-person sessions are not an option, we can offer these sessions virtually.*
- Staff will continue to attend community events, as available, in Crossfield, Irricana and Beiseker to promote the agency programs and services.
- Staff will participate in the Crossfield Interagency meetings which provide an opportunity to work with the municipality and other Service Providers to identify how we can best support Crossfield and surrounding area.
- We have also connected with the Crossfield Chamber of Commerce and Economic Development and are looking at ideas of how to work with both of these groups to better serve the community.
- We hope to host events at the Beiseker office, throughout the year, to provide an opportunity for community residents to drop by the Beiseker Community Links office to connect, find out what is happening at Community Links and network with other community residents. *This opportunity may be limited due to COVID-19 restrictions.*
- We hosted successful Income Tax Clinics in Beiseker, Irricana and Crossfield in 2020 and will offer the same opportunity for 2021, if possible.
- Continued partnerships with Alberta Health Services and the Village of Beiseker to use space in the Beiseker Office to offer services.
- We have increased our social media presence and are hoping that will assist us in reaching more Rocky View County residents with our messages of the supports we offer.
- We are incorporating virtual opportunities for participation in our groups and workshops and hope that this might be a good way to reach more Rocky View County residents, addressing barriers such as transportation and child care.
- We plan to offer "Family Connections" events in the rural areas to connect with a wider audience of individuals in these communities. This event was modified to a virtual event in 2020 and this is an opportunity for 2021, depending on the restrictions due to COVID-19.

#### 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.

When this community member first came to Community Links, his situation was quite complicated and we have been supporting him over the past number of months to get supports in place, step by step. When we originally met \*Travis, he was living in a tent trailer in Rocky View County and did not have any source of sustainable income.

The first area of work that needed to be completed was catching up on tax returns, this way we could set him up with the financial assistance and resources that he was entitled to. There was 10 years in total. Along with this came the challenge of this individual not having a mailing address. We were able to set up a post office box in Beiseker to ensure that this community member would be able to receive the government correspondence required to file his tax returns, and also to receive the notice of assessments upon completion of his taxes. All of which would be needed in the future to apply for financial assistance and social assistance benefits.

Once the taxes had been completed, it was possible for this community member to apply for Canadian Pension Plan benefits (CPP). He has been successful in receiving these supports and he now has a reliable source of income. We are also now in the process of applying for Alberta Works assistance.

Through this journey with this community member, we have also accessed the Airdrie Food Bank for regular food hampers, as well as coolers and ice packs to keep certain food items. Also, we have utilized our Community Links emergency funds for items such as: gas cards (to ensure he had the fuel to attend meetings with Community Links staff), and a Coleman camp stove (so he was able to cook meals without having to start a fire).

Since connecting with Community Links, our Intake and Seniors Support Team have worked together to greatly improve the living situation of this community member and we will continue to support him as required.

### 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.

<b>9.6 INPUTS (Resources dedicated to the project. Include staff and budget for one year.)</b>			
<b>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)</b>			
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)
<b>EXPENSES</b>			
<b>PERSONNEL (specify positions and hours per week)</b>			
.17 fte Community Engagement Manager	0.00	13,934.16	13,934.16
2.85 fte Community Support Workers	113,152.85	31,736.28	144,889.13
.103 fte Volunteer Services Coordinator	0.00	5,127.27	5,127.27
.463 fte Librarian	12,044.54	5,545.93	17,590.47
Executive Director & Statistician	5,810.72	9,515.37	15,326.09
Administrative Support (Finance Mgr/Fund Developer/Reception)	25,314.89	11,472.99	36,787.88
1 day Admin Support (ASK)		8,178.00	8,178.00
5% COLA (ASK)	0.00	3,867.00	3,867.00
<b>a. SUBTOTAL PERSONNEL</b>	<b>156,323.00</b>	<b>89,377.00</b>	<b>245,700.00</b>
<b>TRAVEL &amp; TRAINING (specify)</b>			
Staff Training & Development	1,178.00	875.00	2,053.00
Staff Travel	200.00	3,000.00	3,200.00
Volunteer Training, Recruitment & Appreciation		500.00	500.00
<b>b. SUBTOTAL TRAVEL &amp; TRAINING</b>	<b>1,378.00</b>	<b>4,375.00</b>	<b>5,753.00</b>
<b>MATERIALS AND SUPPLIES (specify)</b>			
Program Advertising	200.00		200.00
Association Dues/ Professional Fees	300.00		300.00
Community Development	150.00	200.00	350.00
Program Evaluation	201.00	180.00	381.00
Program Expenses	1,350.00	500.00	1,850.00
<b>c. SUBTOTAL MATERIALS AND SUPPLIES</b>	<b>2,201.00</b>	<b>880.00</b>	<b>3,081.00</b>
<b>OTHER (specify)</b>			
Accounting & Legal	413.00	500.00	913.00
Bank Charges	0.00		0.00
Insurance	200.00		200.00
Office Supplies/Expenses	835.00		835.00
Rent	10,851.00	20,750.00	31,601.00
Repairs & Maintenance	100.00		100.00
Staff Recognition	125.00	100.00	225.00
Telephone	118.00	1,563.00	1,681.00
Vehicle Expenses	198.00		198.00
<b>d. SUBTOTAL OTHER</b>	<b>12,840.00</b>	<b>22,913.00</b>	<b>35,753.00</b>
<b>e. TOTAL EXPENDITURES (e=a+b+c+d)</b>	<b>172,742.00</b>	<b>117,545.00</b>	<b>290,287.00</b>
<b>REVENUE (specify other sources of funding including fundraising, fees for service, other grants, etc.)</b>			
FCSS : City of Airdrie (Community Connections)	171,530.00		
Donations & Fundraising	1,212.00		
<b>f. TOTAL REVENUE</b>	<b>172,742.00</b>		
<b>g. FCSS REQUEST (DEFICIT = Total of Column 3 Expenditures – Total Revenue)</b>		<b>117,545.00</b>	