



Sonshine
community services

**HOPE
IS RISING**

**2010 REPORT
to the Community**

A Rich History of Service

1978

Calgary's River Park Church established Sonshine Centre and Counseling, a transitional housing and counseling program for homeless individuals and families.

1980

Sonshine Society of Christian Community Services was incorporated under the Societies Act, and subsequently became a registered charitable organization with Revenue Canada in 1981

1985

The Society expanded with the addition of Sonshine Family Day Homes. This was established to provide quality, affordable child care for pre-school children.

1989

In recognition of the growing need of women and children fleeing domestic abuse, the decision was made to exclusively provide long-term residential support for this population.

1994

Sonshine Community Counseling Services was added to the organization to provide counseling on a sliding fee scale to individuals, couples and families living in Calgary and area. This added a prevention component to Sonshine's service delivery model.

2004

Due to the demand in our city for more second-stage housing for women and children fleeing domestic violence, a number of generous donors and supporters, including the Government of Alberta and the Calgary Homeless Foundation, helped Sonshine purchase and begin renovations on a new residential shelter facility.

2007

The doors of the new Sonshine Centre were opened. With 24 new units for families and individuals, these spaces represent over one-third of Calgary's current second stage shelter capacity.

2008

A domestic violence outreach program and follow-up program was set up to work with people living in the community who are struggling with family violence issues, as well as to provide support for women transitioning back into the community from the Sonshine Centre.

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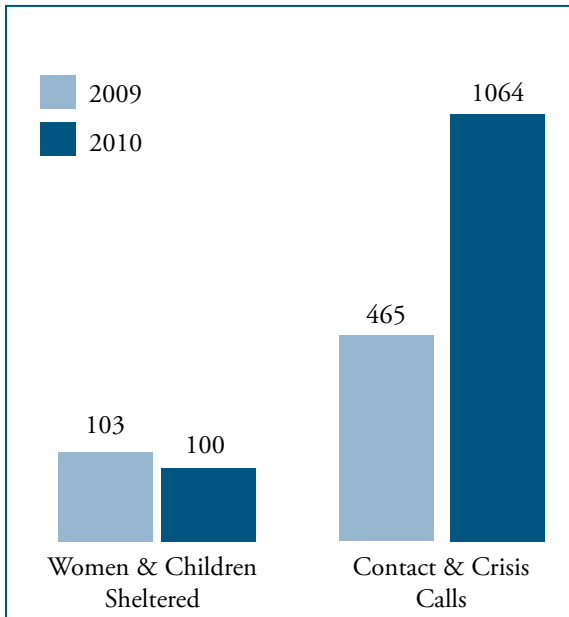
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Sonshine Community Services is a non-profit organization that has been serving the local Calgary community since 1978 by providing a blend of care, support and counseling services to families and individuals in need. *Our mission is to effectively deliver services from a Christian perspective that support the development of healthy individuals and families, assist in the building of respectful relationships, and respond to the needs of those who have experienced family violence and abuse.*

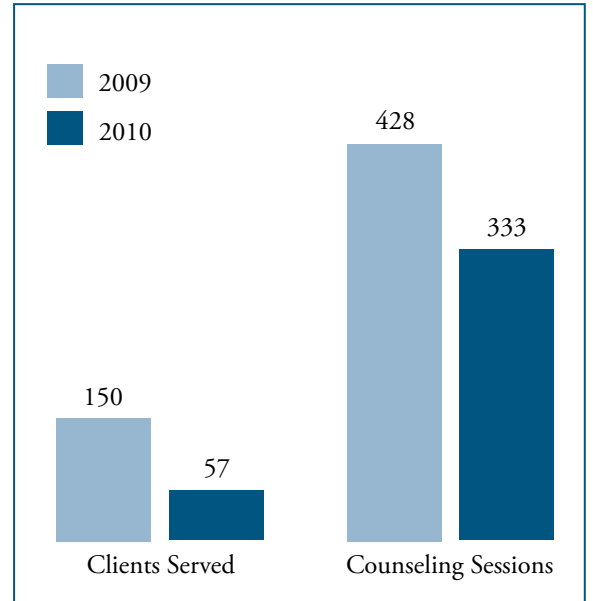
Sonshine Community Services plays an integral role in Calgary's comprehensive community response to breaking the cycle of domestic violence and promoting healthy and respectful relationships. We operate a one-year residential program for women and children who have experienced domestic violence and abuse, as well as a family day homes agency, community counseling services, and an outreach support program for victims of domestic abuse. These programs work together to strengthen individuals and families, and therefore strengthen our community.

Together, we do make a difference!

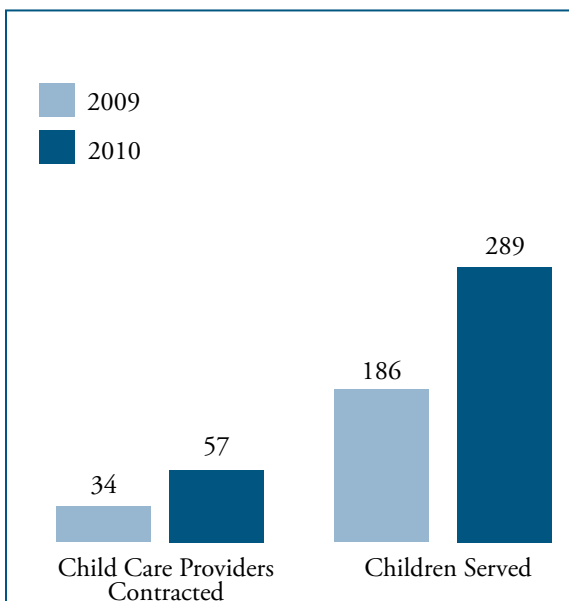
Sonshine Centre Residential Program



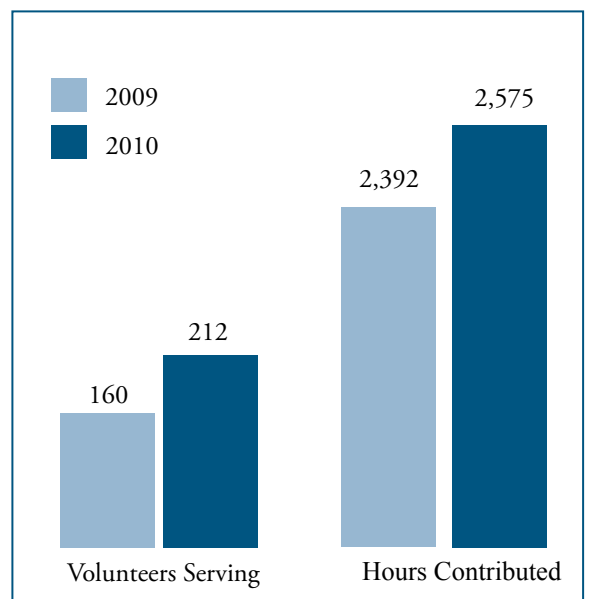
Sonshine Community Counseling Services




Sonshine Family Day Homes



Volunteer and Community Engagement





“I believe that through Sonshine and the grace of God, we have been given a fresh start at a safe and happy life. I cannot explain the change in our lives and how grateful I am to everyone involved – I cannot find the words to express how I feel. All I can say is thank you very very much.”



“We are confident that we are making a significant difference in the lives of our clients. We also believe that maintaining strong relationships with you our supporters and by forging new relationships, we will ensure Sonshine continues to be a strong force providing hope and healing to some of our community’s most vulnerable citizens.”

On behalf of the board of Sonshine Community Services I would like to extend my heartfelt gratitude to our supporters and members for your contributions of time, talent and treasure toward the work of Sonshine. Last year, individuals, corporations, churches and community groups were needed more than ever to provide much needed services to our clients.

Although the news from the economic front was better in 2010 than 2009, many charities continued to feel the effects of the downturn that began in the fall of 2008. Sonshine was no exception. In 2010 the Government of Alberta suspended the Alberta Children and Youth Services’ Community Incentive Fund which provided the funding for the salary of our Child and Family Counselor. Consequently, Sonshine now receives no core government funding. At the same time, revenue from some of our traditional sources decreased as well.

Thanks to a very successful Hope Gala, including a large donation from the Canadian Progress Club (Calgary City Centre), a very successful year-end mail campaign and outstanding support through the Calgary Herald Christmas Fund, we were able to end the year on a positive note. While we are grateful for the funds that allowed us to cover our expenses, the truth is

we had to cut back some services that are core to helping the women and children in our care.

We learned from our experience in 2010 that although our services are greatly needed the pursuit of funds to provide those services requires tremendous diligence. With that in mind we are committed to pursuing the Government of Alberta to obtain core funding for our annual operations. At the same time, we will increase our efforts to be a charity of choice for those who are looking to contribute to caring for women and children affected by domestic violence. Their need should bring us together to help them in ways that we would want to be helped if we were in a similar circumstance.

We believe we are making a significant difference in the lives of our clients and we believe that maintaining strong relationships with you our supporters as well as forging new relationships will ensure Sonshine continues to be a strong force providing hope and healing to some of our community’s most vulnerable citizens. Thank you for all you do to keep us doing all we do for the children and women who are victims of domestic violence.

*Bruce Daze
Chairman of the Board*



In 2010, Sonshine Community Services entered its' 32nd year of providing services to Calgarians through its three main programs. While it is unfortunate that the demand for our services continue to rise at a rather alarming rate, we remain committed to ensuring that no one is ever turned away from our doors without hope.

The Sonshine Centre is committed to providing both prevention and intervention to individuals and families fleeing domestic violence. We believe that in order to truly break the cycle of violence for this and future generations, special attention must be given to the most vulnerable victims, children. In 2010, the Sonshine Centre focused on diminishing the impact of domestic violence on children by entering into several strategic partnerships with other service providers. We partnered with Calgary Urban Project Society (CUPS) to provide the Circle of Security program to women residing at the Sonshine Center. This program helps parents learn to help their infants and young children feel more secure in order to give them the best possible start to life. We also partnered with the Further Education Society of Alberta to provide the Literacy and Parenting Skills (LAPS) program to at-risk parents residing at the Sonshine Centre. Knowing how the experience of domestic violence can affect a child's development, Sonshine also partnered with I'm for Kids Team to provide preschool screening for speech/language and motor delays. We are confident that as we focus on our children, we will create hope for them and their families.

This year, the Sonshine Centre also underwent a significant upgrade to its security system courtesy of All Systems Contracting Calgary Inc. (ASCCI). The Sonshine Centre houses women who are assessed to be at the highest risk for homicide or serious harm from their partners. As such, adequate security is essential to ensure that families residing at the shelters have the needed safety on their healing journey. We thank ASCCI for their generosity in providing these families the highest possible level of security. Sonshine's other programs have also been busy. This year, we contracted a record 43 homes to provide child care services to over 130 children through our accredited Day Home program. Our Community Counselling program, provided individual and family counselling to individuals in need but also educated the Calgary community by offering several training and educational seminars on the issue of domestic violence and related topics.

Looking forward, we have crafted and are embarking on a new five- year strategic plan that will see the organization develop and implement innovative child support services, influence policy and practices relating to services to victims of domestic violence and child care practices and maintain its standing as an organization of choice for potential employees.

The work that Sonshine Community Services does is very challenging work and we could no accomplish all that we do without the support of the community and our many individual and corporate donors. In 2010, Sonshine was a proud recipient of the Calgary Herald Christmas Fund. We celebrate the Herald for their commitment to helping Calgary's most vulnerable and we also celebrate our past residents who courageously shared their stories in the Herald.

I wish to thank all our community supporters, donors, volunteers and staff who stand with us to make a difference in the lives of those we serve. I also wish to thank our many clients for allowing us to walk their journey with them.

Joy Johnson-Green, PhD
Executive Director

Janes' Story

A friend introduced me to Sonshine Centre. For a time, she called Sonshine home. While she was there, we would meet for coffee about what she was learning and the support she received. As we talked I began to see many parallels between her marriage and mine. My friend gently pointed out these similarities and helped me see all the things I was desperately trying to deny. Still, I couldn't imagine how I would be able to live if I was away from the situation I had become so accustomed to.

My friend finished her time at Sonshine, but stayed in my life, urging me to take care of myself and get out of the very dangerous situation I was in. As she predicted, there soon came a time when I had to flee quickly. So I left with my car loaded and headed out to live with friends. I interviewed at Sonshine but there was no space just then, so I lived with friends for two months until a suite became available. During this time I experienced the extent my former husband would go to continue to control and abuse. It was frightening.

When I was finally admitted to Sonshine, I cried relentlessly for the first two months. I couldn't believe how my life had ended up. I had gone from a very "good-looking" middle class family situation, to hiding in a shelter. In those dark days, I began to confront the reality, that I was an abused woman. The very idea was so gross to me.

During the very valuable group sessions I learned what abuse was and the many faces of it. I remember looking at the Abuse Awareness wheel and being shocked that I had experienced abuse in every area. I asked Dorothy how this could possibly be. She replied that abusers constantly change their tactics. Having lived with an abuser for 37 years I experienced every kind of abuse. This was eye-opening for me. I remember thinking that the abusive situation I was in had ended because a certain type of abuse had ended. In reality it had only changed to another form.

I discovered that an abused woman has no stereotype. She can be anyone from anywhere. She could be rich or poor, educated or not. And the abuse can be very well hidden as it was in my case. My ex was always very careful to not leave any visible marks.

At Sonshine I learned that I was a valuable human being who deserved to feel safe and be free from harm. I learned that I deserve love, and respect. My counsellor and all the other staff taught me this and demonstrated it well. I am grateful!

Another very valuable thing I learned at Sonshine was conflict resolution. This has been extremely helpful to me. I learned that I need and deserve to stand up for myself. Since leaving Sonshine I have been bombarded with lessons and trials in this area. So much so that my children and friends have been commenting that everything I do seems to be so hard and I seem to be almost stopped from proceeding.

I have been told that perhaps I am going in the wrong direction, or that I have not been paying attention to the details enough. I have prayed about this and have heard from God that is not what is going on. He tells me that I am indeed on the right path, He has said that the path is narrow and there will be lots of opposition along the way. Yes, almost at every step I need to face up to the opposition and say I will not give up, I will stand up for my rights and I will not be trampled and put down. It has been hard, but I will not give up. My goal is to always face conflict and not run from it. I will face it with all due respect for others and myself.

This is perhaps the biggest area where I see that I have grown and changed. I am no longer willing to be stopped in pursuit of my goals and dreams, as long as I harm no one in that pursuit.

I am now, and will continue to be, grateful for the opportunity I had to be at Sonshine....to find myself and to find God's plan for me.





The Sonshine Centre Residential Program provides more than shelter for residents who call Sonshine home. In exit interviews, women tell us that we save lives. Vivian, a former resident, tearfully told us, “If it wasn’t for my child and I being able to stay at Sonshine I don’t know if we would even still be alive. I was so scared all the time ...”

The demand for services continues to outpace our capacity to meet the needs of desperate families longing for safety and support. Although our devoted staff made a lasting difference in the lives of the many women and children at our shelter, we turned away more than we were able to help.

The Sonshine Centre provides shelter and safety for women and children who are fleeing domestic violence and abuse. Our mandate is to serve clients who are assessed to be at a high risk for serious harm or lethality. As a second-stage shelter, women and their children are able to reside at the Centre for up to one year. Through one-on-one support and counseling, life- skills education, referrals to community resources, and safety safety planning, women and their children gain knowledge, skills and confidence to build better lives for themselves and their children. At Sonshine these women and children begin a new journey of hope and restoration and a new future of respect and dignity.

At Sonshine we work hard to ensure that our services are personalized to the needs of each client and that they complement existing services available in the community. The Sonshine Centre currently provides 16 two-bedroom

*Sonshine supported me and changed my sad life. I am a more independent woman now and my baby will have freedom from an abused life.”
Exit Reflection from Resident of
Sonshine Centre*

furnished apartments and 8 one-bedroom furnished apartments in a twenty-four hour secure facility. All support services provided by the Centre are offered on-site.

In 2010 the Sonshine Centre sheltered 49 women and 51 children and responded to 1,064 contact and crisis calls. Sadly, we had to turn away 73 women and 70 children, because there was no room left in the inn.

Highlights from 2010

- Partnered with Alberta Health Services – Healthy Minds / Healthy Children Outreach Services to assist our clients
- Partnered with Mount Royal College and The University of Calgary to offer practical experience to students
- 18 women and 20 children attended a fun-filled weekend at Mount Haven. This weekend in the mountains provides a life changing experience for our clients.
- Welcomed speakers from Calgary Immigrant Women’s Association and Calgary Opiod Dependency Program to bring more knowledge and resources to our staff
- Were selected as a 2010 Calgary Herald Christmas Fund recipient

The Sonshine Centre continues to save lives. We look forward to the years ahead, as we continue to provide a safe place where women and children can heal, grow and learn to live a life free of abuse.

*Lenora Wiebe, RSW
Shelter Director*



“Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”

Witnessing domestic violence is the single greatest indicator that someone will either grow up to perpetrate violence or become the victim in an abusive relationship¹. In fact, boys who witness domestic violence are twice as likely to abuse their own partners and children when they become adults².

Children who witness abuse have difficulties in physical, emotional and social conduct, as well as behavior problems at home and school. Many suffer from Post Traumatic Stress Disorder. Not all children show their distress in a clear external way such as aggression; some tend to withdraw into themselves. Five year old Rayma presses herself against a wall and shakes whenever a man enters the Centre.

The Children's Program exists to help children and their mothers understand how families are impacted by domestic violence so that the cycle of domestic violence will be broken in a child's life-time. In 2010 the staff of Sonshine Centre's Children's Program created a safe, supportive and fun environment for the children residing at the Sonshine Centre.

The Child Support workers use a variety of strategies to help children overcome the affects of witnessing domestic violence and/or of experiencing abuse themselves. Unhealthy coping strategies and needs of the children were addressed in regular meetings with their mother, peer group activities, and counseling or play therapy as needed.

Celebrations from 2010

- Safety planning is important here at Sonshine and also includes fire safety. To promote Fire Safety and develop trust with Emergency Workers a "Meet the Firemen" event was held. The fire men came with two fire trucks to show the different features and instruments that the trucks have. One child was able to put on the gear and clothing that firemen wear with many questions about the duties of a fireman were asked and then each received a temporary tattoo, colouring book and balloon from the firemen.
- The Summer Recreation Program began in July through to August with activities such as crafts, tie-dye shirts, dance lessons, swimming, picnics,

horse riding, pottery painting, face painting, balloon animals, Cantor Music Centre and Body Worlds.

- Children attended three different summer camps and day programs throughout Alberta which was made possible through corporate and individual donations and financial assistance offered by the camp.
- Sue Stretton who is the new liaison between the shelters and the school boards assisted mothers with questions about school, report cards and how to support their children in school.
- A Child Care Worker provided increased child care coverage to support mothers when they go to court, for appointments, or intervention.
- 3 children were fortunate to take part in the Dreams Take Flight Calgary all-expense paid trip to Disneyland for one day.
- We were able to establish new partnerships with the following community service providers:
 - I'm For Kids Team who came to provide speech and language screening for our toddlers, Closer To Home Community Services who provide programs to meet the needs of vulnerable children and families, Further Education Society of Alberta with a mini-LAPS (Literacy and Parenting Skills Program) who assist to increase the literacy skills of the mothers and children while learning new parenting skills and Circle of Security group from CUPS (on maternal-child attachment).
 - Child Identification Kits were given to families and these kits were provided by the RCMP Foundation.
 - Birthday Buddies continues to provide a fun birthday party including cake and birthday gifts for each child here at the shelter.

*Lenora Weibe, RSW
Shelter Director*

1. United Nations Children's Fund (UNICEF), Behind Closed Doors: The Impact of Domestic violence on children; 2006. Available at <http://www.unicef.org/protection/files/Behind-ClosedDoors.pdf>. Accessed 1/22/09.
2. Strauss, Gelles, and Smith, "Physical Violence in American Families: Risk Factors and Adaptations to Violence" in 8,145 Families. Transaction Publishers (1990). Cited in National Coalition Against Domestic Violence Fact Sheet. Available at [http://www.ncadv.org/files/DomesticViolenceFactSheet\(National\).pdf](http://www.ncadv.org/files/DomesticViolenceFactSheet(National).pdf).



**“I believe that through
Sonshine and the grace of God,
we have been given a fresh start
at a safe and happy life.**

Mother Teresa said “We should not live in the clouds on a superficial level. We should dedicate ourselves to understanding our brothers and sisters. To better understand those we live with, it is imperative that we understand ourselves first.” ** It takes courage to understand ourselves. Understanding ourselves means we take time to look at our wounds and the wounds we have inflicted on others. As difficult as this can be it can also lead to a life that is abundant in joy.

In the process of getting to know ourselves we find healing from hurts, we are set free from the thoughts that often imprison us and we find the courage to love gracefully. This is the ultimate goal of counselling, to walk with individuals, couples and families as they discover themselves and ultimately come to understand those they live with.

At Sonshine Community Counseling we count it an honour to walk with people in this journey of discovery. As counselors we meet people every day who have experienced the effects of anguish, and distress in their own lives. We have the skills, gifts and training to be able to walk

beside someone, for a time, in such away as to affect positive changes in their lives.

Although we operate with a sliding fee scale some clients still find it difficult to pay our fees. A small but helpful benevolent fund has been developed through the generosity of faithful supporters. As a result we are grateful that we were able to subsidize several clients due to the generous support of individuals and groups in Calgary.

This past year we were able to work with churches, community organizations by providing supportive information on how to deal with family violence in your community as well. We have also gratefully received from churches and community organizations both financially and as resources for clients. Some of the organizations that we have enjoyed associating with this past year include Centre Street Church, Jesus Loves You Church, Catholic Women’s League, South View Alliance, The Lantern Church, Pregnancy Care Centre, Calgary Housing, Bow Trail Resource Group, Faith Link and Community Kitchens.

In 2010 the Outreach/Follow Up Worker posi-



“In the process of getting to know ourselves we find healing from hurts, we are set free from the thoughts that often imprison us and we find the courage to love gracefully.”



tion was established. The objective of this position is to work with people living in the community who are struggling with family violence issues, and to support women transitioning back into the community from the Sonshine Centre. Through supportive counseling and advocacy the Outreach/Follow Up Worker has linked clients to essential services to find housing, household goods, food and Christmas hampers, legal advice and referrals for counseling. Partnerships with agencies such as Calgary Interfaith Food Bank, Spinz-A-Round Program, The Walk-In Closet, Calgary Housing Company, Enviros, Red Cross Alberta, Women's Centre of Calgary, Airdrie Community Link, West Central Community Resource Centre, Bow Trail Resource Group, and Strathmore Community Crisis Society built our capacity to provide hope, support and the resources needed to start life over again for 33 women in the past year.

During 2010 we benefited from having three students intern? from The University of Calgary Social Work Department, Mount Royal University Social Work Department and Providence Theological Seminary MA in Counseling Department. They were a wonderful addition to our staff and we were honoured to provide them with an excellent opportunity for learning.

We continue to seek advocates to promote our services and to increase partnership opportunities with churches or community groups. We look forward to continuing to walk with people offering the support that they need to find hope and strength to live life well.

*Geri Karsten, BSW, RSW, MA
Director, Sonshine Community
Counseling Services*

See articles from our counseling experts
at [facebook.com/sonshinecommunityservices](https://www.facebook.com/sonshinecommunityservices).

Family Day Homes



“In response to the urgent need for quality family day homes in Calgary, SFDH added 11 more providers who cared for 67 more children in 2010.”

2010 was a banner year for Sonshine Family Day Homes (SFDH). In our 25th year of operation, we surpassed our goal of running 40 regulated Day Homes, putting us at full capacity and nearly doubling the amount of children in our program, year over year.

In response to the urgent need for quality family day homes in Calgary, Sonshine Family Day Homes (SFDH) added 11 more providers who cared for 67 more children in 2010. The current age ratio regulations prevent providers from caring for more children. Regulated day homes are only allowed two children under the age of two, yet it is space for this age group that is most in demand. SFDH is committed to help close the gap for quality child care in our city.

SFDH continues to expand its lending library with a focus on quality resource materials for the providers. The lending library allows day home providers to borrow equipment such as children’s toys, high chairs, playards, double strollers and car seats for their new day home. The library also allows current providers to rotate toys so they are ‘fresh’ to the children. SFDH also provides day home providers with resource kits containing various activities, books, materials and resources to help them plan their child care program.

The staff at Sonshine Family Day Homes (SFDH) has over sixty years of experience in the

child care field. We enjoy using this experience to help providers, parents and children. SFDH providers are educated and screened for their commitment to provide a safe and healthy environment for children, as well as for qualities of warmth, understanding and respect for the diverse needs of families.

As we move forward in helping close the gap for quality child care in Calgary, we will maintain a personal touch in our relationship with the parents, children and providers.

Kim Nystrom
Director, Sonshine Family Day Homes





**“In the darkest times,
Sonshine provided a secure,
beautiful home for my little
family to heal and bond.”**



“More than 212 champions of Sonshine gave 2,575 volunteer hours to support women and children making healthy choices to eliminate domestic violence from their lives.”

Volunteer hours are up! Numbers of volunteers are up! More than 212 champions of Sonshine gave 2,575 volunteer hours to support women and children who are making healthy choices to eliminate domestic violence from their lives. With this in mind, we extend a special and heartfelt thank you to The Calgary Foundation for funding our 2010 Volunteer and Community Engagement Program.

Volunteers play a special role at the Sonshine Centre. The added support and care they provide to clients is invaluable. For example, volunteers help celebrate clients' birthdays. Each woman living at the Sonshine Centre receives a beautiful hand decorated cake baked especially for them by one of our volunteers. Volunteers from Birthday Buddies supply each child with a cake and gifts on their birthday.

Christmas reminds us of the joy of giving, and Sonshine residents received many blessings this Christmas from various individuals and groups. One volunteer taught a Sonshine mom to cook her very first Christmas turkey.

We are pleased to report that the number of male volunteers increased this year. From mentoring

to child care, these male role models provide our clients and their children a positive experience of nurturing men. One family at the centre is being mentored by a young couple who model positive, affirming behaviors. The children witness their mother being treated with respect and kindness. They are building positive family memories to help combat the negative ones that formerly dominated their minds.

In 2010 Sonshine collaborated with three other local women shelters to offer training for volunteers. Volunteers received the benefit of meeting volunteers from other shelters, learning about the work of other shelters, and gaining knowledge and skills from combined expertise to use in their volunteer roles.

Volunteers are involved in so many aspects of Sonshine. From washing toys to providing leadership on our Board of Directors, volunteers contribute their unique talents to enable the families at Sonshine to make lasting positive changes. If you desire to join our valuable group of volunteers, please contact Terry-Mae Hepburn at theburn@sonshine.ab.ca or (403) 243-0274.

*Terry-Mae Hepburn
Volunteer Coordinator*



*“Several years ago
The Canadian Progress Club,
City Centre went on a quest to find a charity
that would fit our mandate: to support the lives
of women and children. Luckily we found Sonshine
Community Services. The more we learned about Sonshine,
the greater our commitment to this amazing organization
has become. We see the dedication and sacrifices that the staff
and volunteers have made to change the lives and break the cycle
of domestic violence with women and children. To date we have
sponsored three apartments at Sonshine and have been active
members of the Hope Gala committee for 3 years. We are very
proud of our association with Sonshine and want to be a part of
spreading the word of the work they do.”*

*Janet Miller
President
Canadian Progress Club,
City Centre*

Follow the magic online at twitter.com/sonshinecalgary 



A sincere thank you to each donor; your support is truly indispensable to the fulfillment of Sonshine's mission. You make a difference in the lives of many individuals and families.

Since 1978 Sonshine has been a community-supported organization, relying on the generosity of generous individuals and groups in our city who share our passion for providing quality services to those in need. Sonshine does not receive any core funding from the government, and must continue to work as hard to fundraise its operating and program expenses as it is committed to providing healing and hope to its clients. This past year Sonshine's faithful supporters once again demonstrated tremendous generosity. A sincere thank you to each donor; your support is truly indispensable to the fulfillment of Sonshine's mission. You truly are making a difference in the lives of many individuals and families.

Ongoing Partnerships

Sonshine is grateful for the continued support of The Canadian Progress Club Calgary City Centre. Since 2008, this service club has contributed over \$120,000 and countless volunteer hours to the Sonshine Centre.

Sonshine is also thankful for the continued generosity of Conoco Phillips Canada. For many years Conoco and its employees have been deeply committed to making a difference in the lives of women and children at the Sonshine Centre. In addition to a generous annual contribution to the Sonshine Centre and sponsorship of the Hope

Gala, ConocoPhillips employees adopt every family at the Sonshine Centre at Christmas. In 2010 employees raised approximately \$40,000 to purchase gifts, food and other essentials for Sonshine Centre residents.

Other ongoing partners Sonshine continues to value and be grateful for include Alberta Children and Youth Services, River Park Church, Service Canada/The Calgary Homeless Foundation, and Centre Street Church.

New Donors and Partnerships

Sonshine was pleased to welcome several new donors in 2010. Tapestry Church, Lululemon Athletica, Cenovus Energy, and Pferdkraft Inc. are some of the businesses and organizations who made first-time contributions to Sonshine in 2010.

This past year Sonshine was also blessed to gain the generous support of All Systems Contracting Calgary Inc (ASSCI). ASSCI contributed approximately \$21,000 in hardware to upgrade Sonshine's security system. The local company was also a generous supporter of the 2010 Hope Gala.

2010 could not have ended in a more exciting way than with the announcement that Sonshine had been chosen as 1 of 14 recipients of the annual Calgary Herald Christmas Fund! The fund raised over 1.2 million dollars for the 14 charities, as well as significant awareness about the recipient chari-

ties and the critical social issues they address. Sonshine appeared in three Herald articles, including a front page article on December 27th.

Special Events

Sonshine took part in several fundraising events this past year. In April Sonshine was excited to have been chosen at The Calgary Women's Show spring 2010 "charity of choice." As the charity of choice, Sonshine was the recipient of fundraising and advertising activities, including free exhibit space and promotion at the event.

In May 14 runners and walkers, including Sonshine's Executive Director, took part in the Calgary Marathon's Group Charity Challenge and raised approximately \$7,300 for Sonshine. 19 charities, including Sonshine took part in this fantastic fundraising and public awareness opportunity. Save the date for the 2011 run – May 29, 2011.

In June, Sonshine held its second Sweet Hope fundraiser. The dessert-theatre event included a great performance of the comedy *Hockey Dad* by Burnt Thicket Theatre and an abundance of sweet culinary delights donated by several local bakeries. A special thank you to our presenting bakery sponsor Patisserie Du Soleil Bakery and Café.

In November Sonshine held its premier fundraising event – the Hope Gala. Approximately \$87,000 was raised in benefit of the Sonshine Centre. A special thanks to our event sponsors ConocoPhillips, Crescent Point Energy and

Investors Group. A big thank you also to our printing sponsor Minuteman Press South Calgary and our graphic design sponsor Karla Smit Graphic Design.

Foundation Grants

Sonshine was thrilled to welcome The Calgary Foundation to its group of donors this past year. A generous Community Grant from The Calgary Foundation funded a significant portion of Sonshine's Volunteer and Community Engagement Program. Sonshine is also grateful to have received first-time grants from Catholic Charities, Women's Inter-Church Council of Canada, and the Ptarmigan Charitable Foundation. Grants from The Foundation of Grace, Canadian Women's Foundation (Shelter from the Storm Campaign) and Reinders Family Foundation were also valuable in funding programming and operations at the Sonshine Centre.

Marketing and Communications

In 2010 Sonshine continued to work strategically to raise awareness about its valuable work in the community. In addition to ongoing radio and print advertising, Sonshine entered the world of social media by launching Facebook and Twitter sites. The organization also continued to build relationships with the media, resulting in appearances on Shaw TV, 88.9 Shine FM, CTV, Breakfast Television, and The Calgary Herald.

*Tania Evans, BBA, MSc
Resource Development Manager*



Thank You Community Partners

\$100,000 + Anonymous

\$50,000 - \$99,999

Alberta Children and Youth Services
Canadian Progress Club Calgary City Centre,
The Human Resources and Skills
Development Canada/The Calgary
Homeless Foundation

\$20,000 - \$49,999

Centre Street Church
Calgary Foundation, The
ConocoPhillips Canada
River Park Church

\$10,000 - \$19,999

Cenovus Energy Inc.

\$5,000 - \$9,999

Calgary Civic Symphony
Canadian Women's Foundation
Catholic Charities
Cenovus Employee Foundation
CRC Taber Deacon Fund
PFERDKRAFT INC.
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Check out our virtual donor wall at sonshine.ab.ca 

Sonshine Community Services relies on the support of community partners to deliver the high quality of programs and services that our city has come to expect. Each year Sonshine recognizes individuals or organizations that have made a valuable contribution of financial or in-kind support to Sonshine. We are pleased to honour the following Partners in Service Award recipients for the impact they have made in the lives of the many women, men, and children we serve.

Birthday Buddies Inc.

Birthday Buddies Inc. is a non-profit organization that believes in the celebration of children. Their program provides a birthday for children who, with their mothers, have escaped abusive relationships in their homes and now find sanctuary in second stage shelters. Since September 2008, Birthday Buddies has partnered with Sonshine Centre to bring joy to children who have had their lives turned upside down by providing approximately 50 birthday packs. Their 'giftpack' donation to the birthday celebration includes a cake, candles, balloons and a card. All items are new and of good quality and are chosen specifically for the interests and needs of the birthday child. Consideration is given to the child's favourite colours, sports, and activities when purchasing all the gifts to ensure a successful birthday celebration.



Birthday Buddies is a wonderful Partner in Service as Sonshine continues to provide opportunities for families to heal and move forward with success. Dawn Bury is the person who coordinates this service for Sonshine. Thank you Birthday Buddies and thank you Dawn for celebrating children in this remarkable way.

BP Food Link Program

Every Tuesday, a group of faithful Sonshine volunteers trek to the Food Bank, load cases of food into their vehicles and bring them to Blessingsdales, a simple market for families who make Sonshine Centre their home. Women at the centre know that every Tuesday morning they can select items from Blessingsdales to supplement their groceries each week. This generous free gift is an incredible blessing to these families and significantly supports Sonshine's work. This weekly blessing is made possible by the innovative BP Food Link Program.

Since August 1998, Sonshine has accessed the BP Food Link Program of the Calgary Interfaith Food Bank. This program, combined with Sonshine programs that teach budgeting and healthy food preparation, helps support the families that call Sonshine home, while giving them the opportunity to learn ways to become healthy, self sufficient families.



The BP Food Link was originally created in response to requests from companies within the food industry. Food suppliers and stores were interested in donating quality food to charities, however the reality of having their loading docks tied up by personal vehicles, each only taking a small amount of food, was inefficient and costly in human resources.

The consolidation of food industry donations, moving up to ten pallets of donated food in a five-ton truck at a time, was an ideal solution for the food industry. Providing a single point of contact for companies, wider distribution of donated food, reduced costs, decreased impact on landfill, and improved employee morale is just some of the positive feedback the Calgary Food Bank has received.

For the past couple of years the focus for this program has been on developing a greater understanding and connection to the food industry through a Food Industry Advisory Committee. Owners and se-

nior management from the food industry provide insight and input which improves the Calgary Food Bank's ability to be a better partner with the food industry. This closer alignment with the food industry partners has been well received and indicates the Calgary Food Bank's objectives are well focused. For the partnering charities in the BP Food Link program, donated food is used for on-site day programs (including children's snack programs, lunch programs) and by charities with a residential component (including women's shelters and addiction recovery facilities).

The benefit of this program is that it allows the partner organizations like Sonshine to focus on service delivery and not on locating food for their clients.

There are now 108 charities participating in this program. It is our privilege to name the Calgary Interfaith Food Bank as Partner in Service for 2011.

Canadian Progress Club

The women of the Canadian Progress Club, City Centre are a tremendous gift to Sonshine Community Services. For more than 3 years, they have invested their time and talent in numerous ways to give a helping hand to the organization of Sonshine and provided hands on assistance to the women and children who call Sonshine Centre home. Their activities include – 1) adopting and sponsoring 3 suites; raising over \$100,000; serving on the Hope Gala planning committee; and providing a connection to the Calgary Woman's Show. As you can see, their contribution is indeed significant.

The mission of the national organization of the Canadian Progress Club is 'Enhancing the quality of life of all Canadians, through community service, in the spirit of fellowship'. The way the City Centre club has chosen to interpret that is 'To support local charities that are committed to the enhancement and improvement in the lives of women and children. They say Sonshine is a perfect fit with its devotion to breaking cycles and improving the lives of women and children. Four years ago, following careful research, the City Centre club chose Sonshine and continues to devote their energies tirelessly. A big part of their involvement has been to assist with the branding of the Hope Gala and to offer their considerable talent to improving the event each year.



The Canadian Progress Club is a national organization from coast to coast and is 76 years old. There are seven Progress Clubs in Calgary, City Centre being one of the smallest. They define themselves as small but mighty, and indeed they have proven that true as they partner with Sonshine. They have eight very devoted women. Their club was chartered in 1998 and four of their members are chartered members.

Sonshine Community Services is honoured and pleased to officially recognize the Canadian Progress Club, City Centre, it's members - Janet Miller, Myra Skerrett, Barbara Ennis, Tracey Bitcon, Barb Mallory, Theresa Easterby, Daniels Carr, Gwen Hinch, Lindsay Bertoia (Pre member) as Partners in Service.



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Sonshine Society of Christian Community Services is a registered Canadian charitable organization, Registered Charity Business # 119156412RR0001. Our mission is to effectively deliver services from a Christian perspective that support the development of healthy individuals and families, assist in the building of respectful relationships, and respond to the needs of those experiencing family violence and abuse. We are incorporated under the Societies Act (Alberta). Sonshine expects to fundraise \$986,008 in 2010 at the cost of 9% of these funds. Gifts are acknowledged and receipted with an official receipt for income tax purposes. For further information, please contact Tania Evans, Resource Development Manager at 403.705.3485.

Share the mission and stay connected at
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*Bringing healing and
hope since 1978.*

