



**EMMA  
HOUSE  
ANNUAL  
REPORT**

**— CELEBRATE 2020**

# OUR MISSION

## Our Vision

Healthy Mothers and Babies  
Living in Community

## Our Mission

To provide housing and support for pregnant women and youth experiencing or at risk of homelessness; empowering them to move out of vulnerability and into a healthy and sustainable life for them and their child.

## Our Purpose

We exist to create transformative change for expectant mothers and their babies, their families, and our shared communities.

In partnership with our members, volunteers, and donors, and guided by our faith, we disrupt cycles of poverty and trauma by creating a sense of home and belonging, and empowering women to thrive in community.

# OUR MOMS

## ROXANNA | EMMA HOUSE ALUMNI RESIDENT SPOTLIGHT

On May 21st, Roxanna came to Emma House needing a place to stay. It was obvious from the start, that she was a hard-working and positive person with a contagious and energetic spirit. Residents, staff and the little ones were blessed by her positivity.

When asked to reflect on her stay, she said that one of the things she treasured most was the life skills program that was offered.

Roxanna is faithfully applying the life skills that she learned during her stay and Emma House, and both her and her daughter are living successfully in community.

Although she has left Emma House to make her own home with Brooklyn, she still reaches out and gives back to Emma House by supporting and encouraging current residents. She and her daughter love to come for a visit from time to time and enjoy catching up with friends and support staff at Emma House.

In partnership with Momentum, Emma House can provide essential financial literacy education. Their Matched-Savings Program provides residents with tangible learning regarding the benefits of budgeting and saving. Roxanna's participation and hard work paid off. She utilized funds saved to purchase essentials for her own apartment, such as a couch, a crib, and a bed.

Through the love, support and education she received, Roxanna says she feels stronger and equipped with greater insight. She will never forget the opportunity Emma House was able to offer her and her baby Brooklyn.



**THESE CLASSES  
REALLY BROADENED  
MY WAY OF THINKING.**

EMMA  
BROADENED  
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# PARTNERS IN EDUCATION

## EDUCATION

is important to Emma Maternity House Society.

Whether it is developing curriculum, teaching essential life skills to expectant and new moms, or offering meaningful practicum placement to students in the areas of Social Work, Behavioral Sciences, Nursing & Midwifery, Community Support Worker, Psychology – our partners in education are treasured collaborators who enrich the lives of our moms, babies, staff and programs here at Emma House.

Ambrose University

CDI College

Momentum

Mount Royal University

SAIT/ABES College

University of Calgary

Saskatchewan Polytechnic

Reeves College

Robertson College



*"Emma House is truly one of the secret gems of the Calgary Service Community. Their commitment to clients is unmatched in the service industry. They meet the guest/client where they are and work with them tirelessly toward their identified goals. The staff have a team commitment toward their guest's success. In the time I have collaborated with Emma House I have seen the staff take frightened and abused women and help them become strong confident leaders and advocates for themselves and others. Students that I have sent to this program for practicum experience, [...] have evolved into confident and competent professionals."*

*Kathy DuGray - Instructor  
Addiction and Community Service Worker  
Diploma Program - CDI College,  
Calgary South*

# PARTNERS IN COMMUNITY

Emma House is blessed to have partners in community who make it possible for us to deliver wrap-around services, support, and life-skills education to the expectant youth and young mothers who call this place home. Once baby is born, Emma House staff use resources to assist mom with bonding, nurturing, and parenting support and education for up to a year. This ensures readiness for a healthy and sustainable family life in community.

Our heartfelt thanks to the many individuals, families, businesses, agency partners, churches, government and health organizations, foundations, and government initiatives that have fueled our mission and vision to see current and future generations attaining and maintaining strong skills that will set these families up for success. We cannot thank you enough!

## Individual & Family Supporters

The Fowler Family  
The Greene Family Foundation  
A. M. Ellis  
Litschke Family  
Estate of Merle Kerber

## Foundation Support

Telus Friendly Future Foundation  
United Way  
YPI - Youth Philanthropy Initiative  
Calgary Foundation  
Calgary Pregnancy Centre

## Business Support

Interpipeline  
Kensington COB's Bread  
Aura Advanced Technology

## Government Support

FCSS - City of Calgary and  
Community Support Services

Government of Canada - Women and  
Gender Equality Canada

Alberta Health Services - Infection  
Control Emergency Medical Services

Alberta Culture and Tourism  
Community Initiatives Program

Employment and Social  
Development Canada

# OUR STRATEGIC

## ORGANIZATIONAL CAPACITY

Stability  
Sustainability  
Growth

## PROGRAMS AND OPPORTUNITIES

Responsive, multi-stage programs  
Strong collaborative relationships

## IMPACT

Reduced barriers to participation  
More mothers are helped and empowered to transform  
Full availability - no homeless babies

## CONTEXT

Emma House Maternity Society has provided a safe home and nurturing environment for pregnant women and their children facing homelessness for 27 years. Due to community, individuals, and volunteers' generational support, we have developed a unique approach to supporting transformation change in the most vulnerable individuals and families. In 2019, as we looked to the future and the next stage of organizational growth, we formulated a set of organizational commitments and strategies, which together comprise a strategic plan. Guided by our vision, mission, and purpose, the strategic plan outlines our aspirational goals and strategic priorities. We are so pleased to have made such significant progress to date.

## ASPIRATIONAL GOALS

To align our current priorities and future adaptive responsiveness with our organizational values and mission, we developed a set of three long-term aspirational goals. We see our work **creating transformational impact** when we further develop **organizational capacity** while delivering **effective and efficient programs** and opportunities. Grounding our efforts in our "why", our work over the next decade will be guided by these aspirational goals:

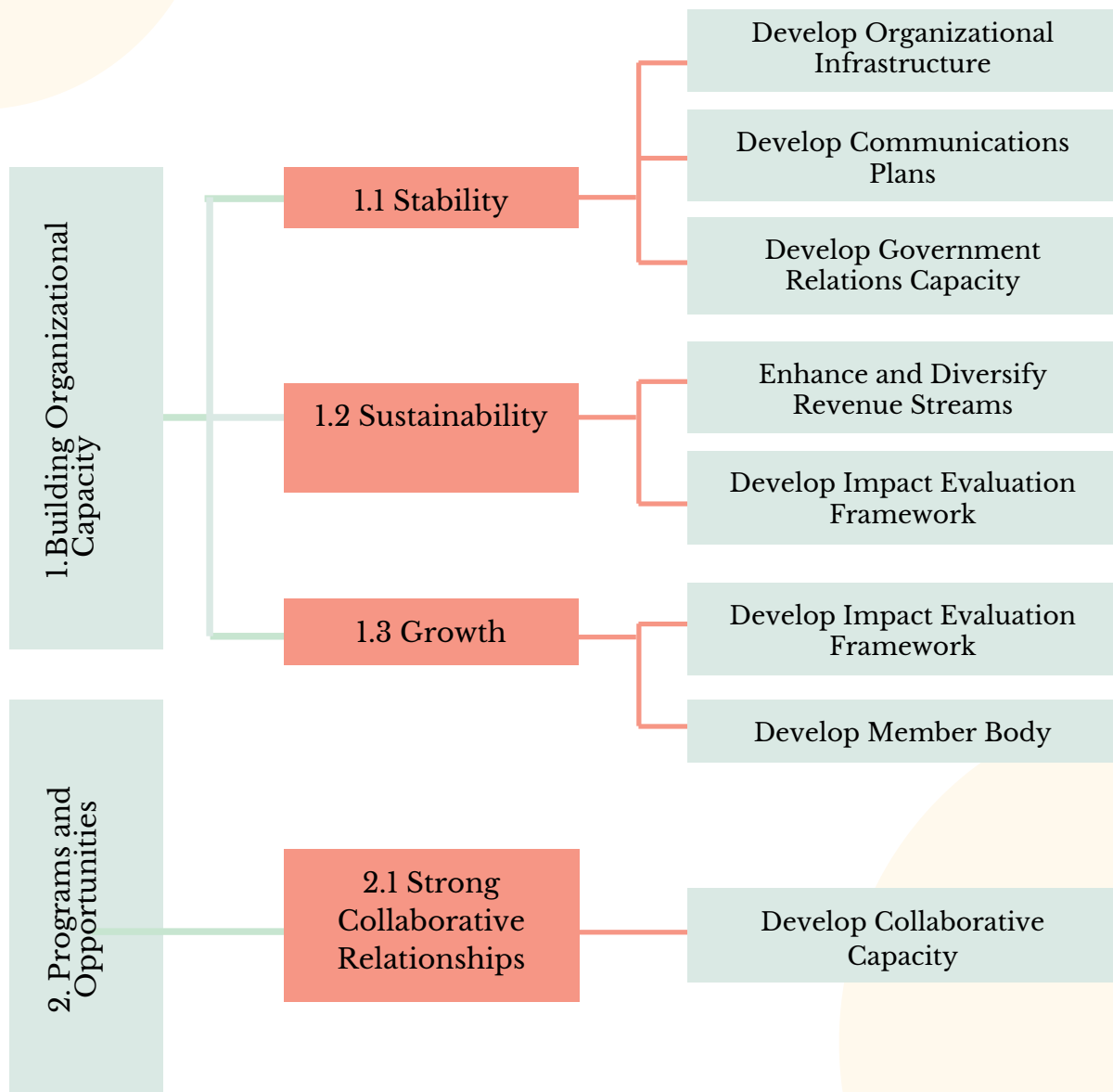


# PRIORITIES



## STRATEGIC PRIORITIES

The strategic priorities were collaboratively developed by the Emma House Board of Directors, leadership and staff. Designed to direct our work over the three-year period 2020-22, they are based on our understanding of the organization's current context. As we examine the state of the organization and the state of the sector in which we operate, we are aware that our current stage of development will be enhanced through continuous focus on growing organizational and collaborative capacity, while working to maintain, grow, and keep current key programs that equip moms and babies to thrive in community.



# VOLUNTEER PARTNERSHIPS

## VOLUNTEER SPOTLIGHT

We celebrate Amber and all of the hard work she puts into her work as Volunteer Coordinator for Emma House. Amber has spent many hours communicating with volunteers through emails, phone calls, and newsletters and has scheduled support for many of the activities here at Emma House. She is truly a positive force. Her radiant smile, warmth, and passion for Emma House make her an incredible and priceless ambassador for our organization. She is also an amazing support to our fundraising efforts by organizing events and ensuring their success. For you to get to know this valuable volunteer and contributor to Emma Maternity House Society, we engaged her in a brief and fun interview:

**How long have you volunteered with Emma House?**

*I began volunteering with Emma House as Doula in 2016, then I spent my time volunteering with the babes while mom's were gone to appointments, etc. My Husband joined in and we began to help move resident's from Emma House to their own homes (YES!), and now I am Volunteer Coordinator. I've been with Emma House for the last four locations.*

**What are you passionate about?**

*I love to support people through transistions. I practice as a Birth Doula, a Palliative Nurse in the community and find such joy in seeing people through the changes life presents. I am passionate about loving!*

**How did you find out about Emma House?  
What drew you to it?**

*I found out about Emma House through the Calgary Pregnancy Care Center and what drew me in was the community it has created to support women through transitions!*

**Do you prefer coffee or tea?**

*I love Rosso Coffee Beans, french press, with whipping cream for creamer. Every. Single. Morning.*

**AMBER  
VOLUNTEER  
COORDINATOR**





# OUR NEW HOME

## Room to Grow



In the fall of 2019, Horizon Housing Society approached Emma House to collaborate in a partnership that saw an incredible opportunity to impact the lives of the youth, young women, and babies. Thanks to a generous donation from the glasswaters foundation, Horizon Housing purchased the beautiful building Emma House residents now call home. This former convent would provide an opportunity to double our impact.

and seemed like an answer to prayer in that fewer youth and young women searching for a safe place to live would be turned away.

The Board and leadership who had just finished a strategic planning process, drew up Pro-forma budgets for this potential location but were concerned this opportunity might have come a little too soon.

Then a miracle happened. Simultaneously, as this potential partnership was being explored, we met someone with a huge heart who forged a new funding relationship that made our move possible.

This new location made room for the fullness of our mission.

Spacious common areas for learning and celebration, private living spaces and washrooms, and dedicated office space to manage our growing community were such a gift.

In February 2020, Emma House moved to its new location. The sounds of moms and babies adventuring and interacting were music to our ears. A new staffing model was developed to provide wrap-around services for residents, ensuring that each unique need could be supported.

We worked together to ensure successful transitions from residency to independent living in community.

This move also saw a growth in collaborative supports with other agencies and organizations.

Then in March, COVID-19 hit. How blessed we felt to be in an environment where IPC practices could successfully be put into place. Physical distancing was made possible because each mom had their own bedroom and washroom. Detailed pandemic procedures were developed, and, to date, we have had no COVID cases here at Emma House. Due to COVID-19, our in-house volunteer program had to be suspended. Currently, our staff not only deliver all of the life skills programs but are the in-house cooks, cleaners, and supports as well. We are so grateful to have such an amazing group of devoted and skilled program and support staff – we are stronger than this storm!

We thank all friends of Emma House – for your dedication and support. We know that together, we can build a solid foundation today to create bright futures tomorrow for these youth, young women, and babies to build healthy lives in community.

This has been an exciting year for the development and growth of Emma House. Despite Covid, we have many reasons to celebrate.

The move to a new home has greatly affected living, learning and working environments in a very big way.

Emma House has experienced a great shift into action and a positive change over this past year which includes:

- The Formation of our Strategic Plan
- Strategic Partnerships with Horizon Housing, Government and Individual Donors, which provide opportunity and sustainability for optimal services that contribute to the long-term success of women and babies in community
- Successful Board Recruitment & Committee Development
- Strong, Dedicated and Productive Emma House Staff Team
- Technology Upgrades and Improved Communications

We are so thankful for an invested board, and an incredible staff. We look forward to accomplishing more of our Strategic Goals, including next stage housing.



**KERRY LITSCHKE**  
President | Board of Directors

This has definitely been a big year for Emma House and for our world.

We moved into a wonderful location with twice the number of units and thus, twice the capacity to impact homelessness in the population we serve in order to play a part in setting a foundation for happy, healthy families.

The arrival of Covid set us into action, with strategic thinking and navigation and with the skills, dedication and hard work of an amazing staff team, along with some excellent partnerships. We worked together with several Alberta Health Services resources from IPC to Public Health. We participated in meetings and Virtual Shelter Town Halls to ensure we had proper supplies and detailed procedures.

I am humbled to work with such an incredible team. We celebrate the opportunities we've had to grow and better meet the needs of our complex client group as we encourage our moms and babies toward success and healthy living.

We look forward to achieving more milestones – continuously guided by our mission and vision. With adjustments to timelines in place, we continue our progress through our three-year plan and are working hard to achieve our aspirational goals.



**Deanna Branson**  
Executive Director

# STATEMENT OF OPERATIONS - AUDITED

## Emma Maternity House Society Statement of Operations - Audited

Revenue	2020	2019
Capital Donations	1,167	4,000
Donations	163,918	179,861
Gifts in Kind	2,625	5,410
Grant Revenue	264,207	18,319
Interest	143	61
Other Fundraising	0	15,067
Resident Fees	21,149	8,680
	<b>453,209</b>	<b>231,398</b>
Expense		
Advertising	6,482	13,984
Amortization	8,543	1,753
Bank Charges	1,745	1,577
Bridge of Hope Program	-	600
Employee Benefits	20,169	12,316
Fundraising Costs	184	8,988
Groceries & Entertainment	17,698	5,219
Insurance	7,321	5,179
Interest on Long Term Debt	0	13,455
Office Exp	6,826	12,874
Professional Fees	33,346	26,922
Program Expenses	2,171	0
Property Taxes and Community Fees	0	(2,489)
Rent	40,000	17,000
Repairs and Maintenance	5,980	3,266
Salaries and Wages	220,666	128,311
Telephone, Internet and Cable	4,318	4,529
Travel	6,590	5,283
Utilities	8,978	6,064
	<b>391,017</b>	<b>264,831</b>
<b>Operating Surplus (deficiency) of Revenue over expenses</b>	<b>62,192</b>	<b>(33,613)</b>
<b>Impairment of Capital Assets</b>	<b>0</b>	<b>4,355</b>
<b>Loss on Sale of Capital Assets</b>	<b>2,160</b>	<b>89,690</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>60,032</b>	<b>(127,638)</b> □



# **EMMA HOUSE**

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@EMMA\_HOUSE\_YYC



EMMA HOUSE