

SPRING 2017

# further

MAGAZINE

# RISK

MEET THE CALGARY  
NONPROFIT INNOVATION  
AWARD WINNERS

A JOURNEY OF  
INDIGENOUS  
RECONCILIATION

# AND

# REWARD

HOW LOCAL  
INNOVATION  
IS IMPROVING LIFE  
FOR OTHERS



# Risk and Reward

Calgary and Area nonprofits do incredible work! This year's nonprofit innovation awards saw a record number of applicants and showcased an impressive array of initiatives. We heard stories of innovation that impact children, youth, families, and seniors. Nonprofits told us about their innovations in the areas of technology, accessibility, partnerships, programming, policy, fundraising, and communication. And this year we saw that innovation knows no bounds, with bold ideas coming from education, arts, recreation, human services, international development, environment, and health sectors, among others.

**Most notably, we were inspired to see nonprofits embrace risk in order to improve life for others.**

So to those in the local nonprofit sector, give yourselves a pat on the back and be proud of all you do to help make our city great. And to all of you, take a moment to thank your friends and neighbours who work or volunteer for a charitable cause. As the pages that follow show, there is much to celebrate when people embrace risk and pursue new opportunities in times of change and challenge.



*Melody*

**Melody Brooks**  
Editor

## further SPRING 2017

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[calgarycvo.org](http://calgarycvo.org)

@nonprofitvoice

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# A JOURNEY OF INDIGENOUS RECONCILIATION

The 94 Calls to Action that arose from the Truth and Reconciliation Commission created a pivotal moment for Canada. As our country marks its 150 anniversary, it is timely to reflect on the past and develop new understandings that will shape the future. Reconciliation focuses on building relationships; it is as much a personal journey as an emerging foundation that will change communities across the nation. The responsibility for reconciliation lies with all of us.

The Calgary Chamber of Voluntary Organizations (CCVO) spoke with Christy Morgan, who shared her thoughts on the reconciliation opportunity available to Canadians.

Christy Morgan (CM): I would like to acknowledge the Treaty 7 traditional territory and Métis Nation of Alberta Region 3 area in which Calgary is located, and thank all of my elders, family, and community members who have walked with me on my journey.

## **CCVO: How are you involved in reconciliation?**

CM: Reconciliation starts with yourself and that can be difficult for people. For me, reconciliation and healing is ongoing; it is about finding the strength and supports to assist in my journey. Reconciliation is about reconnecting to our land and ways of knowing. It is about challenging the systems that have created some of the outcomes that we see today and restoring practices and jurisdiction that has always been there but suppressed.

From a community stance, I have been fortunate over the last 16 years to work within the Indigenous community in Calgary and connect with wonderful people who are working toward creating a welcoming space for our Indigenous community. Currently, I am part of a great organization and team of colleagues who are energized, invested, and open to talking about, and working on, reconciliation. I am so honoured to see our Indigenous young people engaging, learning, and taking pride in our Indigenous ways.

## **CCVO: How do you suggest people approach reconciliation?**

CM: A person needs to start where they are comfortable, knowing that reconciliation, and the steps to getting there, may (or may not) be messy. I encourage people to ask themselves, "Where do my values come from? What ideas do I hold? Who is or could be impacted by this? What issues are impacting the Indigenous community and how can I play a role in addressing those issues?" Reconciliation is not about monthly tick boxes or yearly to-do actions but about the hard work of changing systems and mindsets. This is going to take time, and sometimes difficult and challenging conversations may need to take place in order to see change happen.

## **CCVO: What can Canadians do to move forward in reconciliation?**

CM: First, educate yourself. This can include learning about the Indigenous community that surrounds you, attending local Indigenous events, and reading documents and policy that impacts the Indigenous community, such as the Truth and Reconciliation Commission report. Action is a balance between being an observer and being an active participant/learner. There are so many opportunities to engage with the local Indigenous community in Calgary. Creating a space for discussion and learning to happen is also important, otherwise the engagement or work will not be authentic.

## **CCVO: What is your hope for the future?**

CM: It took us many years to get to this point and I am glad that we are engaging in discussions such as this. My hope for the future is that we see systems change for the better and I continue to see our community healing and reclaiming our ways of knowing. ~ All My Relations. •




*Christy Morgan is a member of the Bonaparte Band, part of the Shuswap Nation in British Columbia. She is the Director of Indigenous Initiatives with Boys & Girls Clubs of Calgary and also serves as a CCVO board member.*

# DADS MATTER TOO

*He's not interested. He's a deadbeat. He's violent. He'll never attend.* Those are some of the messages often projected by society and received by young new dads. So what does it take to change the narrative—to see young fathers for who they really are, and to help them become the kind of dads their children need them to be?

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 Melody Brooks

“This was the first time I’ve taken my son out on my own. I feel like a real dad.”

BEING A DAD PARTICIPANT

**FATHERS MOVING FORWARD**

Patricia Jones, CEO of Catholic Family Service (CFS), is on a mission to change how the organization serves fathers; beginning with a bold, new program that reaches out to young dads in the community. Fathers Moving Forward launched in 2015 as a partnership between CFS, Alberta Health Services, and the Calgary Board of Education.

Based out of the Louise Dean Centre for pregnant and parenting teens, the program welcomes young fathers, aged 16-26, into the women-only school and provides them with learning and support groups on being a dad, parenting together (a couples' group), and dad's money management. "In order to empower women you need to empower men," says Patricia. "You need to empower both."

With very little evidence-based research to draw on that is specific to young fathers and only two known evidence-based programs in the world (both in the United States) that serve teen dads, CFS turned to Shane Lynch to develop and deliver the Fathers Moving Forward program. Coming on board as the first male employee in the nearly fifty-year history of the Louise Dean Centre, Shane is in many ways the face of change in CFS' transformation to being father friendly.

For Patricia and Shane, as well as the rest of CFS' staff, board, and partners, the need to embrace change and confront the myriad of embedded stereotypes was a greater challenge than anyone in the organization could have anticipated.

**OPENING DOORS, AND MINDS, TO DADS**

The risks were real and many days were hard. Several tough conversations needed to be had at all levels of the organization as the entrenched, negative narratives directed toward young fathers were uprooted and questioned. Some staff became passionate advocates of serving dads, while others made the difficult choice to leave.

"Serving fathers was an intense emotional reaction for people," explains Patricia, as she reflects on the courage and perseverance needed to bring about the kind of cultural change that continues to unfold across CFS. "You can never take

your eye off the ball...The key is having ongoing conversations and leaning in to the many, complex emotions that surround the issue."

There is also the long work of coming alongside the Louise Dean Centre staff in a way that honours their culture, yet opens them up to new ways of seeing and welcoming teen dads. Steeped in a rich history of serving young women, staff are learning to broaden their focus from the mother-child bond to one that affirms the importance of the mother-child-father relationship. "They [dads] just need an opportunity no one else is offering... because they're worth it," says Shane.



Patricia Jones launched Fathers Moving Forward because she believes dads matter.

“They helped me learn more about how to be a father and baby cues—what it takes to be a good role model.”

BEING A DAD PARTICIPANT



◀ Shane Lynch (L) with a young father from the Parenting Together group  
 ▶ Young fathers from the Being a Dad group



Photos: Catholic Family Service

For example, staff continue to move toward being more open and willing to greet fathers at the front door, invite them into the child care centre, and ask about the dad when talking with the mom. There is listening on all sides as everyone learns together what it looks like to serve moms, children, *and* dads in a space that traditionally has only served moms and children.

And what about the young dads of Fathers Moving Forward? How life changing can reaching out to serve teen dads *really* be?

### BECOMING CONFIDENT DADS

“There’s something amazing about the opportunity to build capacity where people think that none exists,” says Shane. “It’s incredible to show someone they can leave their own judgments of themselves and their partner behind.” To reach a dad, Shane must often rely on a mom’s willingness to invite her partner, whom she may not be romantically involved with, to be a part of the program.

“We are fighting less; not as intense.”

PARENTING TOGETHER PARTICIPANT

Once the initial connection is made, the skill and confidence building soon begins to make a difference in the dad’s life.

“If you think dads are deadbeats when you connect with them, they’ll know. However, if you can withhold that judgment, you create safety and trust,” explains Shane. “They may have made bad choices and they may make more, but for the time we spend together it’s going to be a connective, open experience for them that will create a change for the way they relate to their partner and child.”

As part of the Fathers Moving Forward pilot, CFS is leading a study with an Edmonton comparison group that will inform the first evidence-based research results on young fathers in Canada. And with a plan in place that will eventually

see all of CFS’ programs serve fathers in intentional ways, Patricia is also keen to guide and support other organizations to develop their own understanding of what it takes to serve fathers well.

Over at the Louise Dean Centre, Shane continues to be inspired by the dads he connects with on a daily basis to mentor and build up. “If [dads] feel approved of then they’ll start to build the confidence they need to be loving, involved dads,” he says. “It’s the satisfaction of knowing they’re going to be there for their kids.” •

[cfs-ab.org](https://cfs-ab.org)

# SUPPORTING COMMUNITY CONNECTIONS

Many people pay monthly membership fees for roadside assistance in case of emergency—running out of gas, locking their keys in their car, or perhaps even needing a tow. Though the assistance may not be used frequently or needed right away, people subscribe to this service for the peace of mind it offers in the event of a crisis. What if people could have the same type of service for aging in their home?

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 Alanna Schwartz

“We’d like to be that for seniors,” says Lindsay Luhnau, Board Chair for Calgary Aging In Place (CAIP), a cooperative that allows Calgarians to age in their homes and communities. A yearly membership in the nonprofit cooperative provides members with the services needed to maintain comfort and security as they plan their futures.

### WORKING TOGETHER FOR AUTONOMY

In 2014, Lindsay and another community member were working with a senior’s group in south Calgary to develop a housing solution that would allow seniors to age in their community. The two began to explore the different ways seniors could renovate their homes to accommodate an aid, rebuild a senior-appropriate home on their land, or plan with their neighbours to replace a row of houses with a lodge. However, these ideas were found to be daunting and expensive for most seniors, and the pair knew they needed another plan. Out of this obstacle, CAIP was born.

The main goal of CAIP is to help seniors stay in their neighborhoods as they age, rather than moving to a supportive living facility when the burdens of home maintenance or the financial strains of retirement begin to have an impact. Many Calgarians are



also active in their communities; to leave a neighbourhood because it can no longer support them poses a problem, as it often means leaving behind social groups. As Lindsay points out, “It’s not fair to expect people who have been the fabric of a community for their whole lives, who probably participated in the school and other community groups with their kids, and who may still be volunteering with their church or other organizations, to have to leave because they’re too old.”

So how does CAIP provide the services needed to age in place? Since its inception, the cooperative has created two levels of membership that allow seniors to remain in their homes. The CAIP board, along with the members of the cooperative, collaborate to decide upon the services

provided at these levels. “Our members have autonomy in deciding what the services are, they have autonomy around the pricing of the services, and CAIP just gives them autonomy to stay in their own homes,” explains Lindsay.

### MAINTAINING HOMES, BUILDING TRUST

The first level of membership offers services for people looking for help to maintain their homes. For every need from plumbers, to handy-persons, to window cleaners, to electricians, CAIP offers their help to those wishing to find a service provider who suits their logistical and financial needs. “Seniors often pick services based on price,” says



◀ CAIP board chair Lindsay Luhnau (L) and vice-chair Elizabeth Rodier (R) help lead and promote the CAIP cooperative. Elizabeth lives in her own home and remains active in her community with the support of CAIP's services.

board member Elizabeth Rodier. "This means they often don't know who's coming; they don't know if they're going to be talked into something they don't need." CAIP eliminates this risk for their members by negotiating the best price on their behalf, and building trusted relationships with service providers who have had criminal record and vulnerable sector checks.

The second level of membership offers further security for those wishing to ensure financial and social stability as they age in place. Membership at this level helps those interested in building a legal secondary suite. CAIP prepares land re-designation proposals on behalf of their members, and presents the proposals to Calgary City Planning as well as City Council.

Once the proposal is approved and the suite is built, CAIP clients are able to rent out their secondary suites to earn extra income. When the time comes for in-home care, the suite can then be used for live-in support as an alternative to moving into seniors' housing. As CAIP oversees the building phase of the suite and takes on the responsibility of screening tenants, collecting rent, and maintaining the property, members are able to maintain their community ties and ease some of their financial worries. "That part is rewarding," Lindsay says, "to help give our members peace of mind."

### PLANNING FOR THE FUTURE

People join CAIP for all kinds of reasons, even ones the cooperative did not plan on or expect—one woman joined just before she moved to take advantage of the trusted painting services recommended by the cooperative,

single parents join to renovate their home to provide an additional income stream so their children can continue to grow up in a familiar community, while some retirees join so the cooperative can rent their home while they travel stress-free for a few years.

Just as CAIP members are preparing for their futures, CAIP board members are dreaming of what the future holds for their cooperative. The cooperative model has allowed CAIP to become aware of different steps they can take to improve the services offered to their members; from hiring their own service providers, to holding workshops about senior safety, to planning outings and events for the members of the cooperative, CAIP is expanding their services far beyond what they had imagined when they first began.

CAIP represents a practical and replicable solution to the challenges and opportunities that an aging population presents. Seniors can experience the many benefits of aging in the place they call home, while communities and families that face a housing shortage or long wait lists for supportive living may also benefit from the innovative housing option. With its focus on helping seniors age in their own homes, CAIP is poised to be one of the many nonprofits working with and alongside government, the private sector, communities, families, and individuals in the coming years to meet the needs of an aging population. ▪

[calgaryaginginplace.ca](http://calgaryaginginplace.ca)

## Did You Know?

**ALBERTA'S SENIOR POPULATION IS PROJECTED TO RISE FROM**

**13%**

**TODAY, TO**

**20%**

**BY 2031, AN INCREASE OF CLOSE TO**

**400,000**

**PEOPLE.**

Source: Government of Alberta, Seniors and Housing



# Responsible Education

**Finding meaningful ways to support the communities where Cenovus employees live and work is a core part of the company's activities.**

Not only does Cenovus help strengthen communities through long-term investment initiatives, the company also encourages and supports youth through a variety of education programs. This often means the company can offer the dual benefit of having its staff engage with community partners creating innovative programs. "Supporting education programs provides many opportunities for youth to understand how we responsibly develop oil and gives our employees a chance to understand how youth feel about our country's energy. These conversations encourage community awareness, engagement and company pride," says Vicki Reid, Cenovus Energy's Director of Community Affairs.

Photo: Cenovus Energy



Cenovus recently supported Inside Education's E3/C3 Climate Change Education Program which takes students on a two day interactive, energy education experience in both Calgary and Edmonton area. Cenovus hosted 50 junior high students, 20 high school students and 15 teachers at The BOW in Calgary and stationed staff at educational booths to work with students, answer their questions and to help them understand how energy is developed and what is being done to address climate change. This was a fun opportunity for both staff and students to engage and learn from each other.

Roy Ren, Cenovus Technology Development Engineer, answers questions and offers insights into how Cenovus is developing energy responsibly.

"Even during tough economic times, we continue to support important education programs," says Vicki. "The same way we're adapting our business to the current economic conditions, we're also responding to the communities' changing and evolving needs by giving time, ideas and skills." •

PROGRAM COORDINATOR ADMINISTRATIVE HEALTHCARE  
 COMMUNITY DEVELOPMENT MAKE A DIFFERENCE  
 HUMAN SERVICES EXECUTIVE DIRECTOR SPORTS & RECREATION IT PASSION FUND DEVELOPMENT  
 HUMAN RESOURCES EVENT COORDINATOR LEADERSHIP YOUTH WORKER EDUCATION & RESEARCH ENVIRONMENT  
 SOCIAL WORKER COMPASSION ARTS & CULTURE INFLUENCE INNOVATION EDUCATION & RESEARCH GROWTH SOLUTIONS CREATIVITY



Connecting nonprofit employers with career-minded talent

Post a job. Find a job.

reachire.ca @jobsinnonprofit

BALLS

IN

FOR

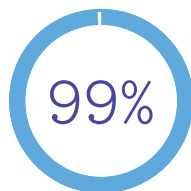
CANCER

There is no end to the amount of puns that can be made when discussing the volunteer-run testicular cancer charity, Oneball. The name itself invokes a furrowed brow—a pause—a ‘Wait, Oneball? Like *one, ball?*’—then a blush. While their brand may be lighthearted, Oneball Charitable Cancer Organization is far from cavalier when it comes to men’s health.

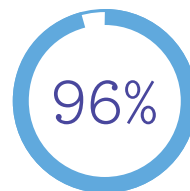
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 Alexandra Holden

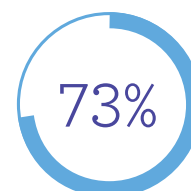
STAGE ONE SURVIVAL RATE



STAGE TWO SURVIVAL RATE



STAGE THREE SURVIVAL RATE



Some may consider their approach risky—or, perhaps a better word to use would be ‘balls’—but Oneball isn’t about to shrivel up and shy away. Not afraid, as president Chris Lloyd puts it, “to talk about your balls,” Oneball’s goal is to create better experiences throughout the testicular cancer journey and to destroy the stigma around men’s health.

### THE HEALING POWER OF HUMOUR

Men’s health can be uncomfortable to talk about, awkward to ask about, and scary to come to terms with. “If you ask any woman they will tell you men are bad at two things: asking for help and taking care of themselves,” says Chris. This is incredibly harmful because silence does not help anyone. Being aware and educated saves lives. With this in mind, Oneball tackles men’s health bluntly, passionately, and humorously.

Using humour allows Oneball to break through the awkwardness surrounding men’s health. Their approach focuses on infotainment: providing education and raising awareness in an entertaining way. “We look at it like this,” explains Chris, “Where can we make the things people are already doing for fun simultaneously aid the cause? Doing so attracts the age group we’re aiming for because it leads them to say, ‘I can go for a drink with my friends, or I can go for a drink with my friends and have it raise money for this great cause.’”

Some of the events Oneball hosts in light of this are *dodgeball* tournaments, *superball*[*bowl*] parties, and their head shave and stand-up comedy night. Their tongue-in-cheek branding and passion for

creating better experiences for everyone involved in the cancer journey has set them apart. Though it’s a risky approach, Oneball continues to win the hearts and trust of many.

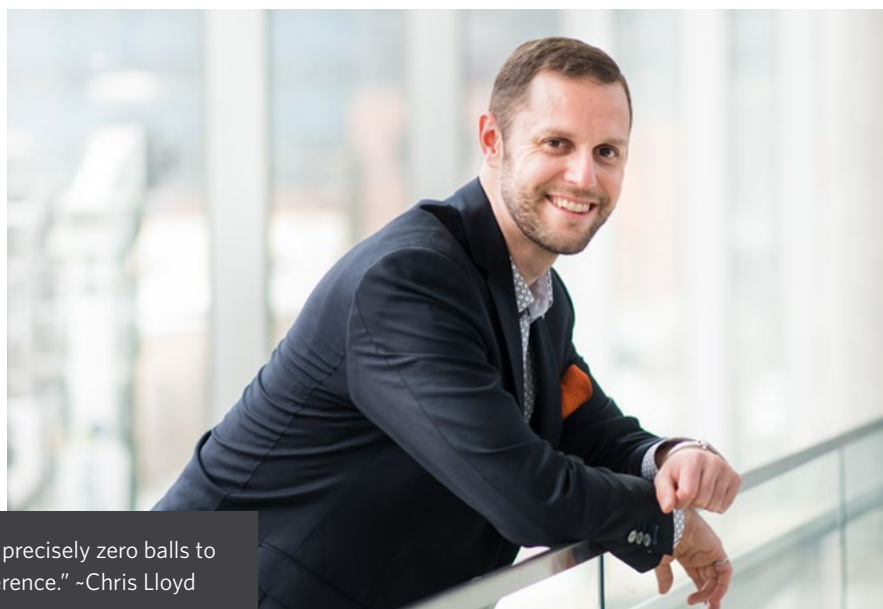
### PROVIDING MEANINGFUL ASSISTANCE

Oneball’s messaging targets a group scholars call, the ‘lost tribe.’ Adolescents and young adults who are at the cusp of adulthood, ready to take on the whole world, some ready to start settling down, and others wanting to go on wild

adventures. For men diagnosed with testicular cancer, they instantaneously watch everything they had planned become clouded with uncertainty.

Oneball has four survivors on its team who were all once part of this ‘lost tribe.’ “I was 18 when I was first diagnosed. It changed everything. That feeling of loneliness was overwhelming,” says Chris, as he recalls going to various cancer seminars when he was first diagnosed, often being the youngest man in the room by 30 or 40 years. “We [Oneball] want to tackle that feeling of isolation by offering a network and community that supports people in their cancer journey from start to finish.”

For Oneball, meaningful assistance means they are putting the money they raise directly towards aiding testicular cancer patients on an individual basis. For example, Oneball will step in and cover the cost of banking sperm or will pay for medication that is not covered by

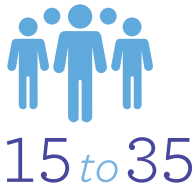


➔ “It takes precisely zero balls to make a difference.” -Chris Lloyd

TESTICULAR CANCER IS THE MOST COMMON CANCER IN MEN BETWEEN THE AGES OF

LIFETIME INCIDENCE OF TESTICULAR CANCER DIAGNOSIS IN MEN

SOURCE: ONEBALL CHARITABLE CANCER ORGANIZATION



➔ Oneball spreads a message of awareness and education using its trademark humour and brand to reach the 'lost tribe.'

health care. It even extends to simple day-to-day expenses like groceries and rent, for patients who are struggling because they can't work.

Other times meaningful assistance is as simple as accompanying someone to chemotherapy or connecting them with people who have had similar experiences. What makes assistance meaningful is different for everyone. Oneball smashes stigmas by not being shy about the

journey of testicular cancer. They embrace every painful, triumphant step and proudly advocate for awareness.

**FOCUS ON EARLY DETECTION AND RESEARCH**

Oneball is not focused on curing cancer. Some people may call this radical for a cancer charity, but Oneball calls it strategic. They have instead come to realize the best way to combat testicular cancer is to educate men on the warning

signs so early detection and diagnosis can happen. When caught in stage one, testicular cancer can be cured with surgery in 99% of cases.

The organization also funds and supports research on how to make the testicular cancer journey better for men who have been diagnosed. For example, Oneball recently funded a published study that found post-treatment cancer scans could be stopped after two years rather than five. "Giving patients that peace of mind earlier in their journey is incredibly meaningful and is the kind of research that we continue to pursue," explains Chris.

To help get the ball rolling on spreading their message, Oneball has started to set up student chapters on post-secondary campuses to provide in-house resources for the 'lost tribe' through the fun and crazy events they host. A University of Calgary chapter is thriving in its second year, with a Mount Royal University chapter having just joined the ranks earlier this year. Setting up these student chapters is key to creating a larger community of individuals who can support one another through any experience.

Oneball knows testicular cancer isn't the end of a man's journey, it's just the start of a new one. As such, they want to make sure men feel supported, knowledgeable, and most importantly, empowered. After all, as Chris says, "It takes precisely zero balls to make a difference." ▪

# INSIDE THE NONPROFIT INNOVATION PHOTO ALBUM

How organizations are making a difference in Calgary and beyond

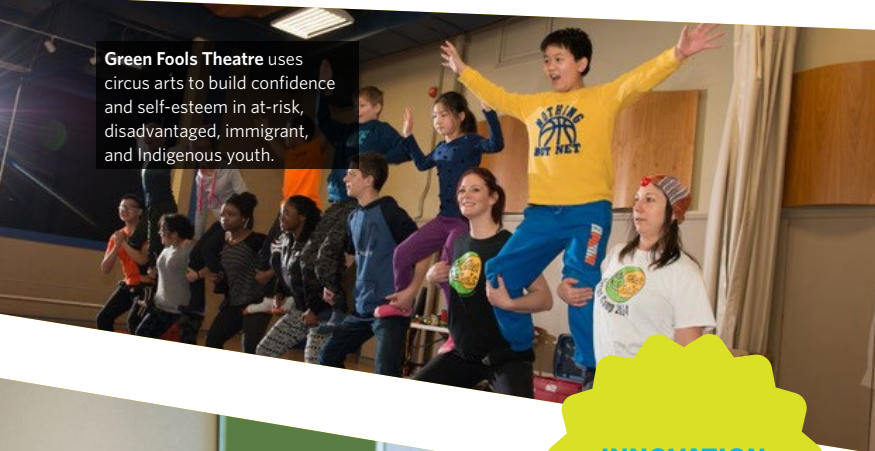
**SMALL ACTS,  
BIG IMPACT**



**Tetra Calgary** creates one-of-a-kind devices to restore and inspire ability for those who face physical challenges in everyday life.



Canadians who join **Missing Children Society of Canada's** Most Valuable Network receive alerts and automatic social media posts when the public's help is needed to locate a missing child.



**Green Fools Theatre** uses circus arts to build confidence and self-esteem in at-risk, disadvantaged, immigrant, and Indigenous youth.

**INNOVATION  
FOR ALL AGES**



"So stoked, my dudes" went viral after **Calgary Association of Skateboarding Enthusiasts** successfully worked to change a 30-year-old city bylaw to allow ramps on private property.



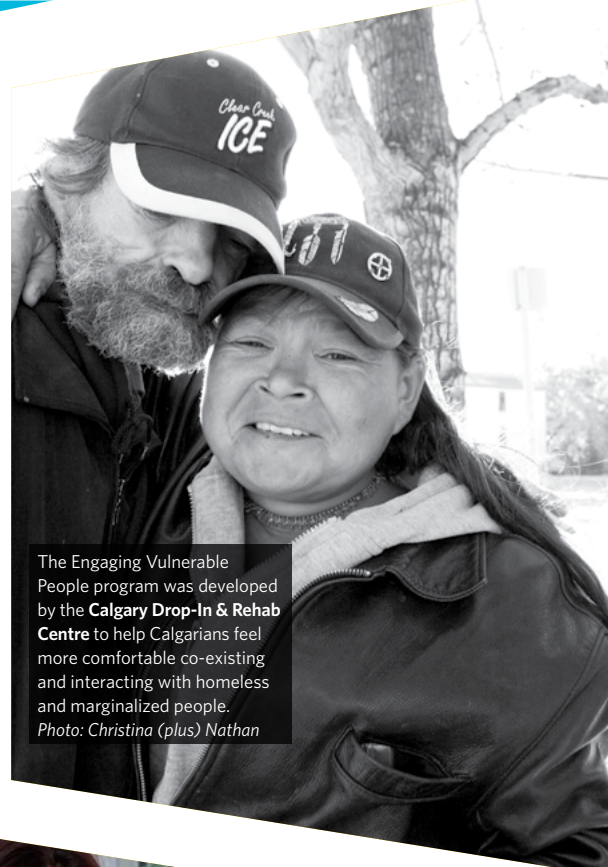
Women (and men) learn technology and entrepreneurship skills at events hosted by volunteer-run **Chic Geek**, including last fall's Geeky Summit conference on celebrating imperfection.



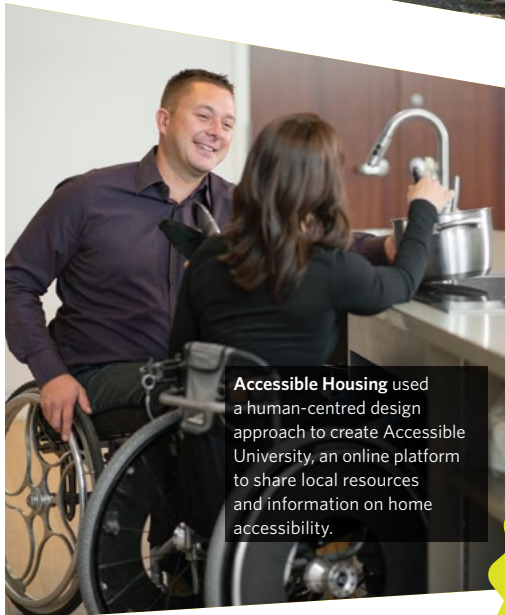
**Carya Society of Calgary** helps remove social isolation in older adults as they form an Elder Service Corps to carry out community projects that include memoir writing, art groups, and sexual health workshops.



**Kids Up Front** far surpassed its fundraising goal by creating **Stranded: Water Valley**, a Survivor-style weekend experience for 16 local participants.



The **Engaging Vulnerable People** program was developed by the **Calgary Drop-In & Rehab Centre** to help Calgarians feel more comfortable co-existing and interacting with homeless and marginalized people.  
*Photo: Christina (plus) Nathan*



**Accessible Housing** used a human-centred design approach to create **Accessible University**, an online platform to share local resources and information on home accessibility.



**Momentum** partnered with **First Calgary Financial** to launch an alternative lending product that helps the financially vulnerable climb out of debt, build better relationships with a financial institution, and pursue life goals such as home ownership.



**Making Treaty 7 Cultural Society** brings together artists from First Nations and non-First Nations cultures to interpret the true spirit and intent of Treaty 7 in performances that heal, move, and transform.



**Hull Services** presented its 2016 annual report as a graphic novel to show what life is like for the thousands of Calgary children and their families who face mental health challenges.

# Helping nonprofits connect, thrive, and lead

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