

Annual Report

2023

Remarks from the Chair

*In the spirit of reconciliation, PCCS acknowledges that it conducts its business on traditional Indigenous lands of Treaty 6 First Nations' and within the Zone 4 Region of the Metis Nation of Alberta.*

The Pembina Crisis Connection Society was established in 1990 following a tragic murder–suicide in our community. For thirty-three years PCCS has sought to offer education, resources, and best practices in the fields of the prevention of violence against self-and/or others. Programs and partnerships continue to evolve and change in response to changes in our communities and available resources.

The Board of Directors functions to ensure all activities, programs and initiatives are in line with the Society’s mandate and bylaws, as well as providing guidance and direction to the work of the Program Coordinator.

As we gather to reflect on another year of service and commitment, I am honored to address you on behalf of the Pembina Crisis Connection Society. Our journey through the past year has been marked by challenges and triumphs, yet our resolve to serve our community remains unwavering.

The Pembina Crisis Connection Society continues to be a beacon of hope and assistance for those navigating difficult circumstances. Our achievements over the past year are a testament to the collective efforts of everyone involved in our organization, but especially our program coordinator Trisha Howes. From the tireless dedication of our volunteers to the generosity of our donors and the unwavering support of our community partners, each individual contribution has played a vital role in advancing our mission.

As we reflect on the past year and look ahead to the opportunities that lie before us, let us reaffirm our commitment to serving our community with integrity, compassion, and unwavering dedication. Together, we will continue to make a difference in the lives of those in our community, providing hope and support when it is needed most.

Thank you to each and every one of you for your continued support of the Pembina Crisis Connection Society. Your dedication and generosity inspire us all and remind us of the incredible impact we can achieve when we come together as a community.

Thank you,



Emily Hickman

Board Chair

Pembina Crisis Connection Society

**Overview**

We have worked hard this year to increase our community presence through awareness campaigns, fundraising and direct programming. We rely on our Program Coordinator’s presence at a variety of gatherings to keep us informed, build collaboration, and seek new partnerships. This position provides the eyes and ears for our Board of Directors and sometimes the hands doing the work in our community. The Society has continued to strengthen relationships with community partners as well as create new opportunities for collaboration and support through the work of our coordinator.

Grant Funders in 2023 included:

* Drayton Valley and District FCSS
* Drayton Valley Walmart

**Programs and Initiatives**

Purple Lights Campaign

This awareness campaign involves residents shining a purple light bulb for the entire month to remember the victims and honor the survivors of domestic violence. The Purple Lights Campaign not only aims to increase awareness of family violence, but also to remember those who have lost their lives to family violence and abuse, to support survivors of family violence, and to bring hope to those that are still suffering. The donations collected during the event support our organization’s ongoing efforts to provide programming and education focused on increasing awareness, prevention and supporting those impacted by family violence.

Elder Abuse Packages

Information and resources include in these packages was updated & distributed to community agencies upon request.

Safety Planning Information Packages

Distributed to clients by the program coordinator was well as to partner agencies.

Transportation

Due to lack of use, volunteers and other available resources, this program was dismantled so the resources could be put towards other needed programs.

**On-Line Presence**

Website

<https://www.dvpccs.ca>

The new PCCS website went live in March of this year. Our Program Coordinator keeps it updated with events, meeting dates, relevant information and links to resources.

Social Media

<https://www.facebook.com/pembinacrisisconnectionsociety/>

Beginning in the spring of 2018, PCCS social media traffic has increased steadily. Traditionally information pours forth to the community in high volume, from many sources, in the spring and the fall of the year. A strong social media impact all throughout the year is crucial for the prevention work that PCCS engages in. As of 2023, the site has three hundred & sixty-seven (367) followers.

<https://www.intagram.com/pembinacrisisconnection>

Beginning in 2023 with the help of Meta for businesses we are now able to schedule social media & create events. This has been a great help to our prevention and awareness work. We no longer have a impact in our community but beyond as well. We have twenty-six (26) followers.

**Partnerships**

Alberta Council of Women’s Shelters (ACWS):

PCCS has been an associate member of ACWS since 2018.

ACWS acts as an ambassador for women’s shelters in Alberta, providing support to members and leadership to leverage their collective knowledge: informing solutions to end domestic violence. ACWS develops leading edge tools, informed by their many initiatives, action-based research projects and data collection, and calls upon the public to act against domestic violence. As an associate member, PCCS is kept up to date on the latest research and initiatives, provided opportunities for partnership and collaboration as well as access to training at discounted rates. ACWS developed the Leading Change Initiative which includes Breakfast with the Guys, Playing to Win: the CFL Project and Domestic Violence and Your Workplace training. Program coordinator Trisha Howes attended ACWS’ “Leading Change” training and attended their Summit in May 2023.

Cause for Critters

Provides a free Pet-Safekeeping program for animals belonging to victims of domestic abuse who must flee their homes.

Drayton Valley Library:

The Drayton Valley Library invited PCCS to do presentations such as Domestic Violence and Your Workplace, participate in Family Literacy Day, International Women’s Day and World Suicide Awareness Day and provide printed resources for mental wellness, violence, and suicide prevention.

Drayton Valley and District Family and Community Support Services (FCSS)

PCCS continues to utilize FCSS community development expertise, connections to other service organizations and awareness of community needs to further engage in meaningful partnerships and ensure that our plans/programming are relevant to the community and supportive of larger community priorities. FCSS also represents a connection to the Town of Drayton Valley, Brazeau County, and provincial and federal government programs, particularly professional and volunteer development opportunities and project grants.

Alberta Elder Abuse Awareness Council *(AEAAC)*

[www.albertaelderabuse.ca](http://www.albertaelderabuse.ca)

PCCS has been a member since 2018 and include their resources “*Toolkit for Landlords*” and “*Little Black Book of Scams”* in our Elder Abuse Packages

Healthy Communities Coalition (HCC):

The coalition is a platform for collaborative relationships that work towards identifying and preventing health and social issues by reducing risk factors, increasing resiliency, and enhancing protective factors. Core member groups identified include PCCS, Alberta Health Services, Brighter Futures, the Primary Care Network, McMann Family and Community Support Services, RCMP, Wild Rose and Star Catholic School Divisions, the Town of Drayton Valley, Brazeau County, the Village of Breton, and the Resilient Youth in Stressed Environments (RYSE) team from Dalhousie University.

Interagency in Drayton Valley and Breton:

Interagency is a meeting of service providers to update and share information on upcoming and ongoing programs available to the public and other providers. Drayton Valley & District Community Learning Association hosts the meetings. Attendance at Interagency creates opportunities for PCCS to connect with a broad spectrum of agency personnel not necessarily members of other key partnerships, stay attuned to their initiatives and programs and identify opportunities to share resources and/or collaborate on specific endeavours. Interagency is a key gathering for PCCS to distribute our Safety Information Packages. Elder Abuse Packages, “*Feelings”* colouring book “Ways To Say Very Good” and our other popular resources. COVID-19 impacted the opportunity for participants to gather in 2021.

IMPACT/Sagesse

[IMPACT](https://impact.sagesse.org/) is a provincial collective impact initiative whose purpose is to *define a common understanding of the issue of domestic and sexual violence and then to eradicate it*. They will, as a collective, create a movement to achieve this goal. We will capitalize on the strength of existing networks and use the resources, ideas, and influence of our collective membership to make systemic change across Alberta. Sageese has invited PCCS to become part of the provincial Clare’s Law referral network to respond when a Clare’s Law applicant requests support. Sageese reviews their database for location and suitable referral. They then send them/us to contact the individual requesting support.

Town of Drayton Valley:

As well as keeping councillors and officials up-to date on relevant programs and issues, the coordinator maintains regular contact with Town of Drayton Valley representatives through the Healthy Communities Coalition. The Town of Drayton Valley continues in discussion with ACWS re: the implementation of *Domestic Violence and Your Workplace.* Moving forward PCCS will strive to develop our role from primarily information sharing to a deeper working and advisory relationship. The Town of Drayton Valley was a key partner in our Purple Lights Campaign, providing the space and labour for our central display.

The office space PCCS shares with the Town of Drayton Valley is provided free of charge and maintained by the Town.

Wild Rose School Division (WRSD):

PCCS partnered with Aim for Success, an in-school mental health capacity building project, to provide education on healthy relationships and recognizing abusive behaviour to grade 9 students at Frank Maddock High School.

Brazeau Empowerment & Support Team: Youth Hubs

Providing integrated youth services under one roof at “101 -5151 50th Avenue Drayton Valley is the main goal of the initiative. Our coordinator is the chair for the steering committee who oversees the initiative. This is a collaborative project was born from the RYSE project (Resilient Youth in Stressed Environments team from Dalhousie University), which was held by Dr. Unger in our community. Now supported through the government’s mental health Kickstand is moving the project further into Kickstand Centres which will offer youth 11-25 integrated services online and in person.

Program Coordinator Report 2023

January

Elvera Thomson from the DV Town office contacted me to ask for the removal of our things from the cubical for a new staff to utilize. Our things have now been moved to a space at the back of the building which is bigger.

Meetings attended:

Cultural Connection (Nov 22/2022)

* Partnering with DV Chamber of Commerce to diversify the welcome package for DV/County in more languages and including connection to resources.
* Looked at the Chambers of Commerce welcome package.
* Adding members to our group that can compliment our vision.
* BEST Youth Hub (Brazeau Empowerment Support Team) (Dec 13/2022)
* Completed Strategic planning.
* Looking for a new Fiscal Agent
* Staff connecting to community resources and making connections. Building relationships with key people in the community while gathering process for referrals. Open Wednesdays for Wellness Wednesday 3:30-4:30pm every second week starting Jan 11 in partnership with Aim For Success.
* Doing GSA every Monday 3:30-7pm and Dungeons and Dragons group starts Jan 10 5-7 in partnership with the library.
* Looking for members for a Youth Advisory group starting Jan 16 from 7-8pm.
* CPC (Community Parenting Coalition) (Dec /2022) (cancelled)
* Lorna Pearson-Hoofd chair of CPC passed away Dec 28, 2022
* Printing a new brochure
* Planning a Building Futures Workshop for 2023

February

Meetings attended:

Cultural Connection (Jan 31/2023)

* This group has been put on hold due to low attendance and the right initiative.
* BEST Youth Hub (Brazeau Empowerment Support Team) (Feb 1/2023)
* Looking for new fiscal agent (completed a proposal for McMan Central)
* Completing budget for what’s left to spend for contract end and projections for future funding.
* Staff connecting to community resources and making connections. Building relationships with key people in the community while gathering process for referrals. Open Wednesdays for 11-1:00pm every second week starting Feb 1. Book club is also every second Wednesday 3:45-5pm with the library.
* Doing Gay Straight Alliance (GSA) every Monday 3:30-7pm and United Church want to celebrate pride bench with Pie in March. GSA youth and church partnered for pride bench that resides at United Church last summer.
* Dungeons and Dragons group starts Jan 10 5-7 in partnership with the library.
* Members for a Youth Advisory group starting Jan 16 from 7-8pm and will meet every month.
* CPC (Community Parenting Coalition) (Feb 7/2023)
* Cyndi from Burden Bearers to do a Q&A session with the community following 2 family focused parenting with kids’ grief sessions that will run for 4 weeks. Start date TBA.
* Printing a new brochure and magnets
* Planning a Building Families Futures Conference/speakers Event for 2023
* HCC (Healthy Communities Coalition) (Jan 16/2023)
* Homelessness has opened a warning daytime shelter.
* Community connections is looking at how to connect some events in the community such as dog park bbq, community park event. Having Astrid from Tamarack to discuss Community Connections assessment at next meeting.
* Men’s mental health brochures available and are looking for male participants.
* Breton is opening a youth initiative and will be subcommittee of HCC. They will hold their insurance and hold monies similar to a fiscal agent without the staff piece.
* CFVI’s (Drayton Valley Comprehensive Family Violence Institute) (Jan/2023 meeting cancelled)
* Looking for new board members
* Looking at fundraising ideas such as Walk a Mile in her Shoes.
* Looking into filming new videos for group and a possible partnership with DV Community Foundation

March

Applied for Walmart Canada grant which is $1000. We received one last year. Completed FCSS spring grant with help from our chair, asking $20,000.

Took a tour of the Mountain Rose Centre March 3 and it was so informative. They have created this great space with forward thinking and was well planned out. Amy gave a great tour.

Meetings attended:

* BEST Youth Hub (Brazeau Empowerment Support Team) (March 6/2023)
* Waiting to meet possible new fiscal agent McMan Central (March 14 is meeting date)
* Completing budget for what’s left to spend for contract end and projections for future funding and have completed 2 grants to Red Cross and FCSS
* Doing Gay Straight Alliance (GSA) every Monday 3:30-7pm and United Church to celebrate pride bench with Pie on March 13. GSA youth and church partnered for pride bench that resides at United Church last summer.
* Dungeons and Dragons group every Tuesday 5-7 in partnership with the library.
* Members for a Youth Advisory group starting Jan 16 from 7-8pm and meet every month.
* Now have a monthly schedule and have continued to meet bi-weekly to keep up to demands around grants, fiscal agent and budget
* CPC (Community Parenting Coalition) (March 7/2023)
* Cyndi from Burden Bearers to do a Q&A session with the community following 2 family focused parenting with kids’ grief sessions that will run for 4 weeks. Start date TBA.
* Printing a new brochure and magnets
* Planning a Building Families Futures Conference/speakers Event for 2023
* Looking for new chair position and applying for FCSS grant
* HCC (Healthy Communities Coalition) (Feb 27/2023)
* Community connections is looking at how to connect some events in the community such as dog park bbq, community park event. Having Astrid from Tamarack to discuss Community Connections assessment at next meeting.
* Men’s mental health brochures available and are looking for male participants.
* Breton is opening a youth initiative and will be subcommittee of HCC. They will hold their insurance and hold monies similar to a fiscal agent without the staff piece. Breton Youth Centre opening March 7th with Family Resource Network and Town of Breton partnerships.
* CFVI’s (Drayton Valley Comprehensive Family Violence Institute) (Feb 16/2023)
* Looking at fundraising ideas such as Walk a Mile in her Shoes.
* Looking into filming new videos for group and a possible partnership with DV Community Foundation
* Applied for Covid recovery grant $200 000.

April

Have seen an increase of individuals reaching out for help leaving abusive situations. Ashley Graham from Drayton Valley housing has been referring clients to me as well as people are using our website to contact me.

Applied for the FCSS spring grant and the chair Emily Hickman and I presented our case to the FCSS board April 6th.

Meetings attended:

* BEST Youth Hub (Brazeau Empowerment Support Team) (April 3/2023)
* Contract ended with Canadian Mental Health Association (CMHA) and we are now in a transition period while Kickstand takes over the contract starting June 30, 2023
* Doing Gay Straight Alliance (GSA) every Monday 3:30-7pm. Weyerhaeuser granted us money for our GSA group with Pride month coming up.
* Dungeons and Dragons group every Tuesday 5-7 in partnership with the library.
* Members for a Youth Advisory group starting Jan 16 from 7-8pm and meet every month.
* Now have a monthly schedule and have continued to meet as a steering committee bi-weekly to keep up to demands around grants, fiscal agent, budget and new contract with Kickstand
* CPC (Community Parenting Coalition) (April 4/2023)
* Cyndi from Burden Bearers to do a meet and greet session with the community April 26 following a family focused parenting with kids grief sessions that will run for 4 weeks. Start date May 10, 2023. We will also look at having one start in the fall.
* Printing a new brochure and magnets
* Planning a Building Families Futures Conference/speakers Event for 2023
* New chair position is Jessica Doucette with Theresa Juuti as Vice Chair with all other positions staying the same.
* Applied for FCSS grant.
* HCC (Healthy Communities Coalition) (March 20/2023)
* Winfield hosted a Mental Health Awareness event in February aimed at service providers in the local area. Each service provider was invited to have a booth for other service providers to visit and offer a workshop. Open to public as well. Free lunch. Aim for Success is looking at doing something similar.
* Poverty Simulator – DV is in the queue. Hoping for late fall or early winter. Plans include ½ day poverty simulator, lunch, ½ day community conversations. Very worthy event but will take a lot of planning, volunteer recruitment and some funding,
* Breton is opening a youth initiative and will be subcommittee of HCC. They will hold their insurance and hold monies similar to a fiscal agent without the staff piece. Breton Youth Centre opening soon with Family Resource Network and Town of Breton partnerships.
* CFVI’s (Drayton Valley Comprehensive Family Violence Institute) (March 16/2023)
* Looking into filming new videos for group and a possible partnership with DV Community Foundation
* Applied for Covid recovery grant $200 000.

May

Went to Alberta Council of Women’s Shelter Summit May 2-4. It was able to connect with some other people in the gender-based violence prevention field. It was a good conference and learned lots.

It has been a weird month with evacuations to the town and the after math of trying to pick back up where I left off. I also had a short holiday after everyone returned home.

All of my meetings have been rescheduled to June; therefore I have nothing to report about them at this time.

* Bringing a Grief Q & A then following with a grief 4-week workshop to the community sometime in the new year (possibly spring). With Cyndi Millett from Burden Bearers.
* HCC (Healthy Communities Coalition) (Dec 19/2022)
* Homelessness has opened a warning daytime shelter.
* Community connections is looking at how to connect some events in the community such as dog park bbq, community park event and looking into why Community Dinners are not running.
* Men’s mental health brochures available and are looking for male participants.
* CFVI’s (Drayton Valley Comprehensive Family Violence Institute) (Dec 15/2022)
* Looking for new board members
* Looking at fundraising ideas such as Walk a Mile in her Shoes.
* Looking into filming new videos for group and a possible partnership with DV Community Foundation

June-August

Meetings attended:

* BEST Youth Hub (Brazeau Empowerment Support Team) (June 12/2023)
* Kickstand is coming to Drayton Valley August 8, 2023, to learn about our integrated youth services in our community and at the Hub. Kickstand has the new 3-year government funding contract for all integrated youth hubs in Alberta.
* CPC (Community Parenting Coalition) (June 6/2023)
* Received grant from FCSS for $4000 for Santa’s Workshop
* Doing community scan & Target population assessments
* Grief group was completed June 21
* Memorial Bench – raffle tickets sold, and money raised for Lorna Pearson-Hoofd memorial bench.
* HCC (Healthy Communities Coalition) (June 19/2023)
* Alexa Ferdinands, dietician at U of A, gave an online presentation on Benchmarking Food Environments: A mobile App for practice. How to use the app is available as a PCCP E-Course. HCC is curious if this app would help HCC with determining how to help the community strengthen food availability. Alexa will share research sone so far in Drayton Valley and Jessica will share the research with committee members. Once research is reviewed by committee members the usefulness of the app to support the community will be revisited at the next meeting.
* Poverty simulation coming in 2024
* Mental Health Fair: Fair to take place in September or October. Including a Chili Cook Off
* There are still Men’s Mental Health Brochures left form last year that could be distributed. Cody Fisher is currently heading up the ‘Buddy Up’ Campaign - supporting men struggling with thoughts of suicide. In total 9 people (not HCC members) are part of this sub-committee.

Over the summer I attended meetings with FCSS and other partners to discuss and plan Skatepark Jam that PCCS attended August 10, 11-4pm. We had a table there with current resources as well as gave out freezes with Youth Hub partnership. It was well attended.

September

I have attended 2 webinars so far. Sex Work and Domestic Abuse Workshop & Winning against domestic and sexual violence. I have also investigated accessing modules from Shift2learn.

I have been contacted by an individual looking for some financial assistance and I was able to connect them to some resources. I have also been contacted by another individual looking to do some safety planning for a domestic violent situation. (Was referred from Ashley Graham from Town Housing).

I will be on holiday October 23-25 and returning to work October 26.

Meetings attended:

* BEST Youth Hub (Brazeau Empowerment Support Team) (September 12/2023)
* Still in transition with Kickstand and are signing another 6month agreement.
* Actively looking for a Lead Agency.
* Youth Hub was nominated for 2 Mayor’s Gala awards (New community organization and the community spirit award)
* CPC (Community Parenting Coalition) (September 5/2023)
* Received grant from FCSS for $4000 for Santa’s Workshop and in planning stage
* Doing community scan & Target population assessments
* Have officially resigned from this coalition.
* HCC (Healthy Communities Coalition) (September 18/2023)
* Alexa Ferdinands, dietician at U of A, gave an online presentation on Benchmarking Food Environments: A mobile App for practice. How to use the app is available as a PCCP E-Course. HCC is curious if this app would help HCC with determining how to help the community strengthen food availability. Alexa will share research done so far in Drayton Valley and Jessica will share the research with committee members. Once research is reviewed by committee members the usefulness of the app to support the community will be revisited at the next meeting. (We are looking into being a part of this research)
* Poverty simulation coming in 2024.
* Mental Health Fair: Fair to take place October 10, 5:30-7:30 Walk/Run & Chili Cook Off for National Mental Health Day
* CFVI’s (Drayton Valley Comprehensive Family Violence Institute)
* Waiting for official letter of resignation to be sent to leave group.

November

Cinthia Gilroy and I have completed updating What is PCCS, Suicide and Family Violence resources for our extravaganza in valley, including our new logo.

Along with board members I spent time supporting PCCS at the extravaganza in valley last weekend Nov 3, 4 & 5th and was able to share our information and raise money for PCCS!

I have been spending 2 hours a week posting on social media to promote our Purple Lights Campaign. Cinthia Gilroy has been assisting me with this.

I was interviewed by Free Press for our Purple Lights Campaign, and it went really well. I spoke about domestic/family violence in Drayton Valley, Clare’s Law, some future ideas we have planned based on our strategic planning. The paper comes out in print November 9, 2023.

As part of my work with Healthy Community Coalition HCC I am partnered with Linnea Vendittelli for HCC Engagement, and we are working on branding and social media for HCC. Linnea has quite a bit of experience with this, and I have learned somethings already. I would like to transfer some of this knowledge to our branding and social media for PCCS. Currently Cinthia Gilroy and I are working on the social media and resources which we would like to keep fluid with our branding from our new logo. This creates a streamline effect when anyone sees our information whether in print or virtually, they can recognize us better. This is based on studies that have been done and I would like to improve on this.

I now have access to modules from Shift2learn. I just need to set aside some time to complete them.

I am still getting referrals from Ashley Graham from Town Housing.

Meetings attended:

* BEST Youth Hub (Brazeau Empowerment Support Team) (October 10, 2023)
* Still in transition with Kickstand and are signing another 6month agreement.
* Actively looking for a Lead Agency.
* Planning a community convening to promote BEST and find a lead agency.
* Needing to hire a new coordinator/project manager.
* Meeting with Kickstand to discuss community convening, coordinator position and lead agency.
* HCC (Healthy Communities Coalition) (October 16/2023)
* Poverty simulation planning for March 11, 2024, will be looking for 22 volunteers and 50-80 participants (people who have influence in policy change) after town council confirms date. 9-12 is simulation and 12-1 is lunch then 1-3pm is table conversation.
* Mental health fair went well.
* Benchmarking Food Environments: A mobile App HCC will partner along with BEST.
* Emergency preparedness HCC is exploring again since fires here this year.
* Pumpkin walk was also a success this year.
* Meeting with Linnea Vendittelli and the HCC executive to discuss social media and branding.

December

Theresa and I have completed the 2024 FCSS grant application which was submitted Nov 17. Will present to FCSS Dec 8 and answer any questions.

I have been working with a couple clients to access services and create safety plans.

Cinthia and I worked Jackie’s for the Purple Lights fundraiser last month and raised $140.00.

I also attended Wiggles and Giggles with Brighter Futures to inform participants about what PCCS does on Nov 16.

Have been working with PCN to hire new staff for Youth Hub. Finishing orientations this week Dec 7, 2023.

Bookmarks have been completed and are now available.

Meetings attended:

* BEST Youth Hub (Brazeau Empowerment Support Team) (November 14, 2023)
* Actively looking for a Lead Agency.
* Planning a community convening to promote BEST and find a lead agency Jan 19 11-3pm.
* Hired 2 new navigators, one part-time and one casual.
* Meeting with Kickstand monthly to do updates and work towards Kickstand centres.
* HCC (Healthy Communities Coalition) (November 20/2023)
* Poverty simulation planning for March 11, 2024, will be looking for 22 volunteers and 50-80 participants (people who have influence in policy change) after town council confirms date. 9-12 is simulation and 12-1 is lunch then 1-3pm is table conversation.
* Emergency preparedness HCC is exploring again since fires here this year.