



Annual Report

2019/2020



Winnifred Stewart Association & Winnifred Stewart Foundation

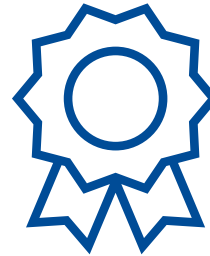
S.T.R.I.V.E. FOR OUR

CORE VALUES



SAFETY

We take responsibility for our own safety and those around us.



INTEGRITY

We are committed to doing the right thing for the right reason, regardless of the circumstances.



TRUST

We will ensure trust by being reliable, fair and building strong relationships in our community.

VISIONARY

We will honour those who came before us by continuing to advocate for a fully inclusive community.



RESPECT

We will respect and value each other's culture, experience, and opinions while embracing diversity.



EMPOWERMENT



We are committed to empowering individuals, families, employees and stakeholders to participate in the continued growth of our organization.

VISION

To support individuals with developmental disabilities to meet their potential and have full lives in an inclusive, supportive community.

MISSION

WSA supports and responds to the goals of the individual, their families and friends by providing services that honour choice; community inclusiveness and quality of life for the individual.

Message from the Winnifred Stewart Association Board Chairperson



“Our greatest qualities and what makes me so proud of WSA is our culture and community.”

Few of us could have predicted the events of the year that has come and gone. If you had told me that we would end the year with words like physical distancing, flattening the curve, and wearing PPE, I wouldn't have known what you were talking about.

Fortunately for the Winnifred Stewart Association (WSA), we were prepared. The credit for our response to COVID-19 rests squarely with the staff and leadership of WSA. I can say without reservation that the board of directors recognizes the dedication and professionalism of all WSA staff that have served our clients through this unprecedented time.

Our greatest qualities and what makes me so proud of WSA is our culture and community. That culture and community have been tested in the last few months and I am not surprised that we are facing this challenge with resolve.

The board of directors has of course paid close attention to our organizational response to the pandemic; however, I would be remiss if I didn't mention that we also have an eye to the future. I have always thought of WSA as a leader in our sector and our work as a board has focused on how we steward WSA into the future with that frame of mind.

I would like to thank those who have served on the WSA board for their dedication and hard work this year. I would also like to thank the Foundation board for their partnership in moving WSA forward. Finally, I would like to thank all of the volunteers, our families and our clients for making WSA a great organization.

I look forward to another year, which will no doubt challenge us in many ways; however, I know from the experience of the last year that we are more than up to meeting the challenge. I look forward to ending the upcoming year with words like community, safety, and empowerment.

Timothy Jobs,
Winnifred Stewart Association Chairperson

2019/2020 Association Board

Chairperson – Timothy Jobs
Past Chairperson – Bea Bohm-Meyer
Treasurer – Leon Pfeiffer
Secretary – Gord R.E.T. Rajewski
Chief Executive Officer – Sue Gilchrist

Directors
Jaclin Cassios
(interim)
Stan Fisher
Paul Goguen

Kevin Guile
Cindy Impppola
Malinda Ivankovic
Patty Whiting
Chad Zima

Message from the CEO



“Knowing that many hands are stronger than one, we continue to build strong relationships in our community.”

Core values are what support the vision, shape the culture, and reflect how an organization strives to achieve its mission. This year, we asked our staff, families and volunteers what they thought were the values that represented WSA. Together, we came up with Safety, Trust, Respect, Integrity, Visionary and Empowerment – S.T.R.I.V.E.

We know that actions speak louder than words so we’ve already started living our values. With a focus on education, awareness and prevention, we created a new position dedicated to the Health & Safety of our staff and individuals. We also purchased WCB insurance to ensure everyone who commits to supporting WSA through work opportunities has the coverage they need.

Knowing that many hands are stronger than one, we continue to build strong relationships in our community. We are proud to announce our partnership with ABC Head Start – just one step we are taking towards better integration of lifelong supports to Albertans with developmental disabilities.

When COVID19 arrived at our doorstep, our new values were put to the test. We made the decision to pay a premium to all our direct support staff. Not because we had to but because we felt it was the right thing to do to recognize the extraordinary circumstances and their dedication to our residents. With the temporary suspension of our Community Access program, we started delivering supports virtually, creating fun and innovative content accessed by our individuals in the safety of their own homes.

We don’t know what the rest of 2020 is going to bring. If I can only make one prediction with any certainty, it’s that we will continue to live our values, be proud of the work we do and the way in which we strive to succeed.

Sue Gilchrist,
CEO

2019/2020 Management Team

Sue Gilchrist – CEO

Jennifer Deck – Director of Finance

Sheri Grist – Director of People & Culture

Mary K Macdonald – Director of Disability Services

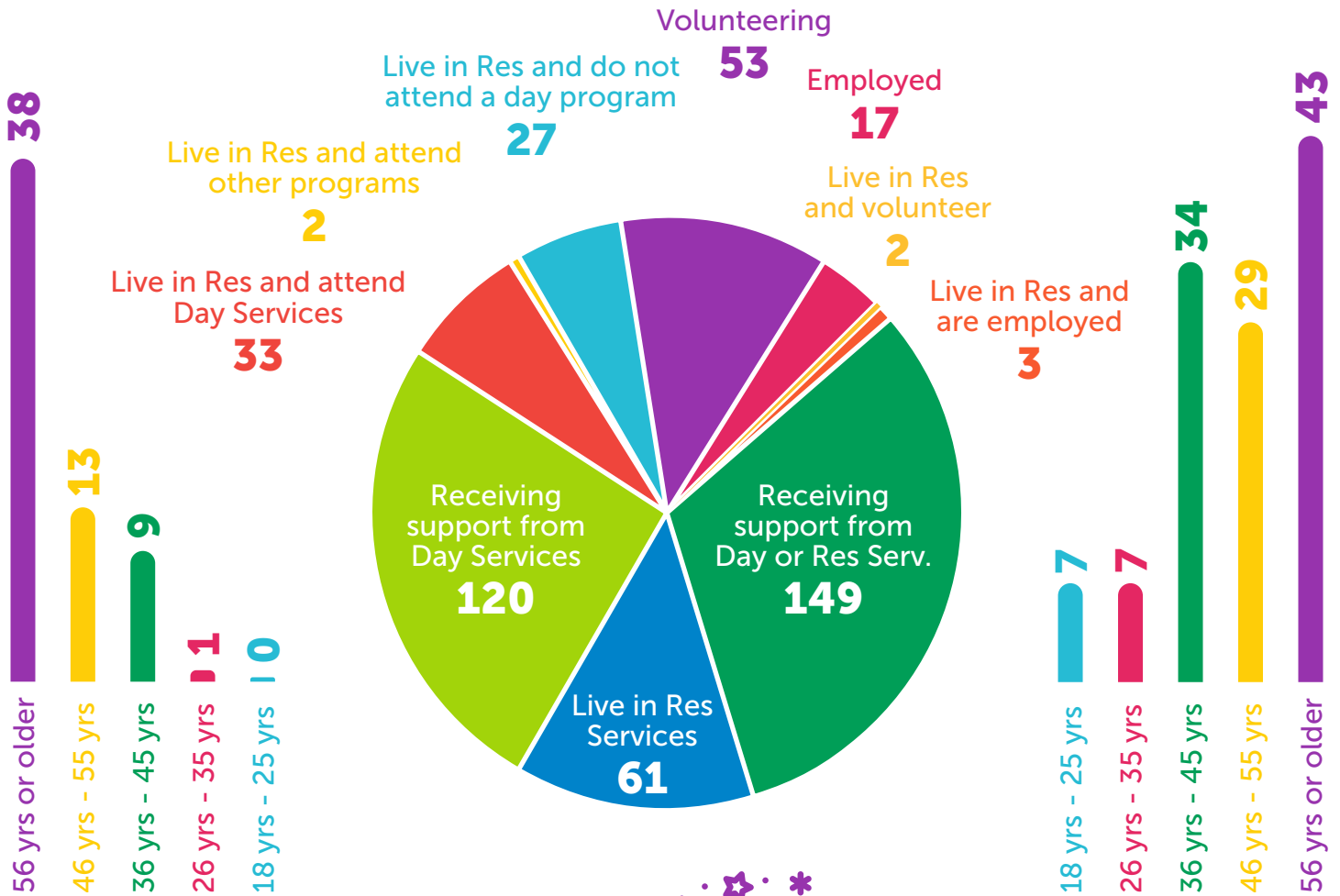
Candace Smallwood – Director of Development

John Alexander – Manager of Business & Operations
(ETW & Green Goods)

Corinna Yakimowich – Program Manager,
Day Program

Veronica Ferdinand – Program Manager,
Residential Services

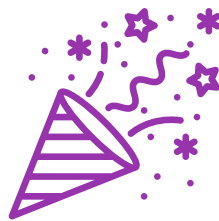
Demographics



Age Groupings:

Residential Services

61 People



Celebrating

Staff Years of Service

- Less than 5 years – **129**
- 5-10 years – **50**
- 10-15 years – **41**
- 15-20 years – **21**
- 20-25 years – **12**
- 25-30 years – **8**
- 30-35 years – **1**
- 35-40 years – **2**

Age Groupings:

Day Services

120 People



Genders
Residential Services

M 31 F 30

Genders
Day Services

M 63 F 55



Number of Direct
Support Hours

277,500



Your Support is making a difference...



Dale is the epitome of always willing to lend a hand. He is described by those who know him best as a dedicated employee, avid volunteer, a lifelong learner, lover of friends, and a sports fanatic. Dale was a student of the Winnifred Stewart School since age 9, and has been supported by WSA's Day Program since 1978. He's lived in one of our residences since 1999, and is well-known and loved by all individuals and staff he encounters. A passionate train enthusiast, Dale spent much of two years building and completing his train set with many staff, roommates and volunteers. He enjoys spending his spare time tinkering, so as to ensure his trains are running just right. Dale loves spending time with roommates watching old movies and listening to music, and he enjoys cooking, being active and watching sports – namely baseball, curling and the Olympics.

Dale is extremely dependable and independent – you'll often find him traveling solo on ETS to his long-time volunteer positions at the Provincial Archives, where he does data entry; and at the Edmonton Garrison, where he helps put together welcome packages for soldiers and their families.

Personal drive and an affiliation with the Winnifred Stewart Association lead to employment at the All Saints Lutheran Church, where he worked for many years. Dale now works for WSA, doing custodial work in the Parker Stewart training room, as well as helping our Accounts Payable team with filing projects. He is an attentive and industrious individual who goes about his work quietly but proudly – we are fortunate to benefit from his strong work ethic.

Dale is very connected to his family, and spending quality time with them is important to him. He's very dedicated to his friends, and likes to lift everyone's spirits. Dale is an extremely caring and thoughtful person who loves a good laugh, and we are so proud that he is part of the WSA family!

Association Year in Review

2019/20 was a big year of change and revitalization for WSA!

We are so pleased to announce that the Winnifred Stewart Community Kitchen is officially complete!

With planning for the renovation beginning in April of 2019, it's incredible to see the changes that took place over the past 10 months.

In April of 2019, WSA received grant funding from the Community Facilities Enhancement Program (CFEP) in the amount of \$155,000, through Alberta Culture & Tourism to renovate the kitchen space in the WSA main building. In addition to the support from the Province, we were overwhelmed by the generosity of our partners in this project. Gifts in kind were received totaling more than \$50,000 from our general contractor, Krawford Construction, our flooring supplier Stonhard Flooring, our project manager BGIS, our prime consultant ACI Architects Inc, as well as JK Environmental and Pinchin. The new WSA Community Kitchen project was completed in January of 2020 and will be an excellent resource to members of WSA and the community.

Our long-time dream to reclaim the full WSA building finally came to fruition in 2019. With the previous tenants

(Norquest College) on the Northside of the original WSA Building moving to their new location downtown, we are now able to have ALL of our programming in one central location.

As we have settled into our new spaces, we continue to enhance our programming for people with developmental disabilities. Our day program now offers dedicated spaces for more life enrichment opportunities, allowing participants to share their gifts and talents through our art, drama, music, culinary programs and more!

Throughout the past year, we have worked to position the Association to partner with other like-minded organizations. Our upcoming partnerships will enable us to provide enhanced diversity and available resources to our individuals and families but more critically, it is a step towards better integration of lifelong supports to Albertans with developmental disabilities. We are looking forward to supporting a more inclusive and modern approach to helping our community members, young and old, achieve their unlimited potential.

Winnifred Stewart Community Kitchen

East Wall

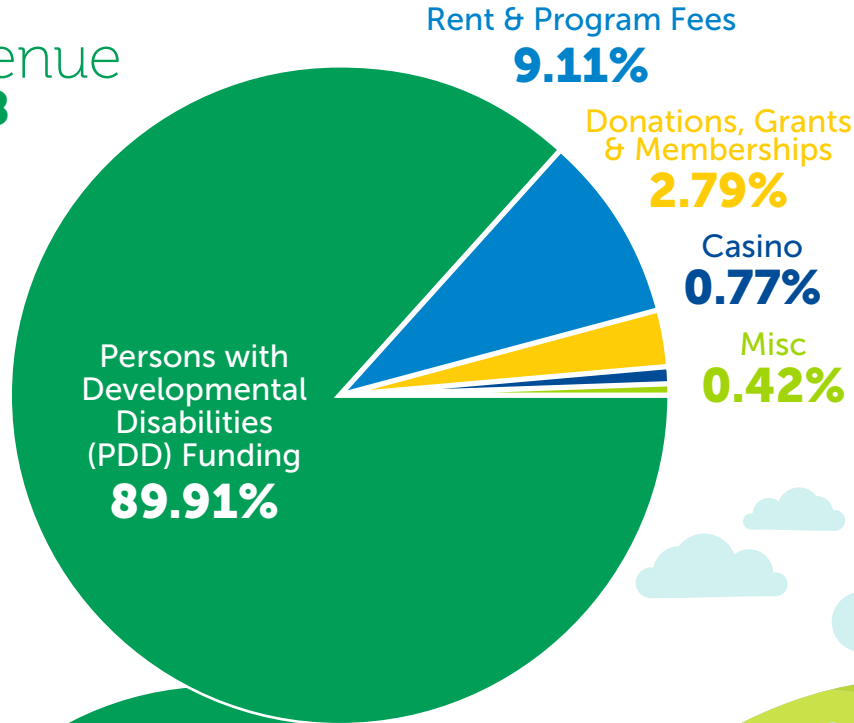


West Wall

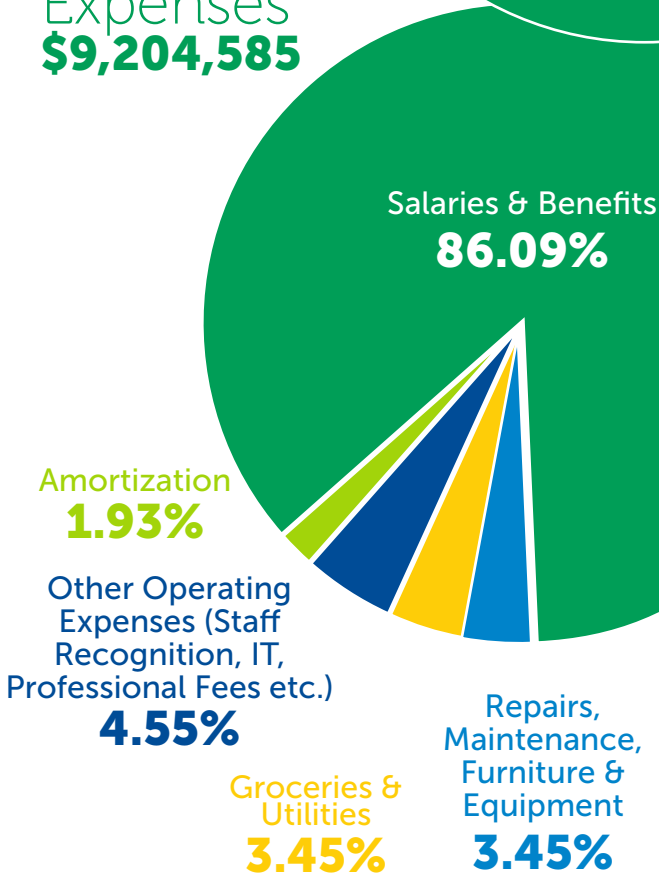


Winnifred Stewart Association 2019/2020 Financial Results

Total Revenue
\$9,366,008



Expenses
\$9,204,585



Winnifred Stewart
Association

For full Audited Financial Statements, please visit our website

www.Winnifredstewart.com

Message from the Winnifred Stewart Foundation Board Chairperson



“Volunteers are so vital to the Winnifred Stewart Foundation”

The Winnifred Stewart Foundation (WSF) would like to thank all who have supported our efforts this year.

Your contributions allow WSF to support WSA in providing the highest level of service to our clients. Sue Gilchrist, our CEO, leads Candace Smallwood, our Director of Development, in setting goals that will help achieve our objectives. Kayla Belzil, our Fund Development Coordinator, supports Candace in our fundraising efforts and the results continue to be very satisfactory. John Alexander, our lead for Empties to Winn and Green Goods, made great strides in profitability this year making significant contributions as well. Sue continues to make changes that will allow us to serve our clients better now and into the future. Your donations are essential, thank you.

Volunteers are so vital to the Winnifred Stewart Foundation. Casinos, the Golf Tournament, and many other events provide the opportunity for support, and our volunteers contribute tirelessly. These events help WSF in its support of WSA. I want to thank you for your support, as it is very much appreciated.

We are all proud of our organization, and I would like to thank all who work with WSA every day and are the face of what we do. You have, in this very challenging time, demonstrated courage and dedication that deserves all of our thanks – Thank you. It is because of your efforts that we are successful, and I thank you.

The WSA Board formally requested, in late 2018, funding for renovations to our residences in the amount of \$500,000. WSF accepted the request by launching the “Joey’s Home Trust \$500K Campaign”. I am proud of WSF’s ability to respond to this need, and this is the direct result of your donations and volunteer efforts.

The WSF Board provides guidance and support in the areas of Fundraising, Social Enterprise (Empties to Winn, Green Goods), and Investment Stewardship. Significant progress has been made in each area this year. There are too many changes to mention, but I would note initiatives to improve fundraising efforts, Empties to Winn technology, and a thorough review of our investment strategy and approach. WSF recognizes and appreciates the challenges we all face today and looks forward to our new normal.

I am proud to be President of the WSF Board and to lead a team of very competent, engaged Board members. We continue our long-term commitment in the areas noted above to ensure the long-term ability of WSF to support WSA in achieving its goals and objectives.

I look forward to the next year and being able to tell you about more change and more success.

Robert Willmott,
Winnifred Stewart Foundation Board Chairperson



Philanthropy at Work

The Winnifred Stewart Foundation was established as a fund exclusively for the benefit of persons with disabilities in the province of Alberta.

Incorporated in 1972 under the Societies Act of Alberta, it works closely with the Winnifred Stewart Association by providing financial support for projects and initiatives aimed towards improving the lives of adults who are supported by the Association. The fund was named after Dr Winnifred Stewart, a recipient of the Order of Canada for her dedication to providing care and support for people with disabilities.

Fundraising by the Winnifred Stewart Foundation works to advance the Winnifred Stewart Association's Mission and Vision and to develop relationships with community and corporate supporters.

This past year, the Foundation implemented a new Strategic Plan and Guiding Principles, with a focus on revenue growth and enhancing brand awareness.

To view the Foundation's full Strategic Plan, please visit our website.

2019/2020 Foundation Board

Chairperson – Robert Willmott

Treasurer – Dan Wiart

Secretary – Elizabeth Norris-Kartz

Chief Executive Officer – Sue Gilchrist

Directors

Mike Ackroyd

Desmond Chow

Doug Lane

Sarah Peters

Harold Witte

Cory Imppola

Throughout the year, fundraising activities are implemented by the WSF team in four areas:

1. Social Enterprise

- Empties to Winn/
GreenGoods – the sale of Green themed products, a beverage container recycling program (Empties to Winn)

2. Fund Development

– the development of special events, corporate sponsorships and partnerships, the pursuit of granting opportunities, direct mail campaigns and donor stewardship

3. Volunteer Services

– the maximization of human resources through ongoing recruitment and direction of volunteers in all programs and fundraising activities

4. Public Relations & Marketing

- the cultivation of community partnerships, client advocacy, communications with the public, as well as Association and Foundation branding



Strategic Plan

2020 - 2022

OUR GUIDING PRINCIPLES:

1

EXPANSION

We continually grow our capacity, resources and prospects

2

LEADERSHIP

We are leaders in our sector and others look to us for direction

3

NIMBLE

We are agile to adapt to changing circumstances and seize opportunities

4

STEWARDSHIP

We steward our assets to consistently and sustainably serve our mission

5

TRUST

We earn the trust and respect of all people we engage with and serve with integrity

6

INNOVATION

We imagine bold ideas that create new opportunities to achieve our mission

OUR AMBITION:

“Foundation fundraising, social enterprise, and investment revenues are sufficient to operate the Association”

OUR PRIORITIES:

Growth & Stability

DEVELOP & DIVERSIFY FUNDS

1. We will GROW our Social Enterprise
2. We will DIVERSIFY our Fund Development Plan
3. We will ASSESS opportunities for amalgamations and mergers with other organizations

RAISE AWARENESS

1. We will DEFINE our identity and brand
2. We will BUILD our marketing strategy

AMPLIFY GOVERNANCE

1. We will CREATE a new mission statement
2. We will DEVELOP a strategy to reinvest funds into growth
3. We will EVALUATE our organizational and governance structure

EMBED IN COMMUNITY

1. We will REFINE our Volunteer program
2. We will EXPLORE corporate and community partnerships
3. We will SUPPORT our community and build strong networks



Winnifred Stewart Foundation

Volunteers



200

Just over 200 volunteers

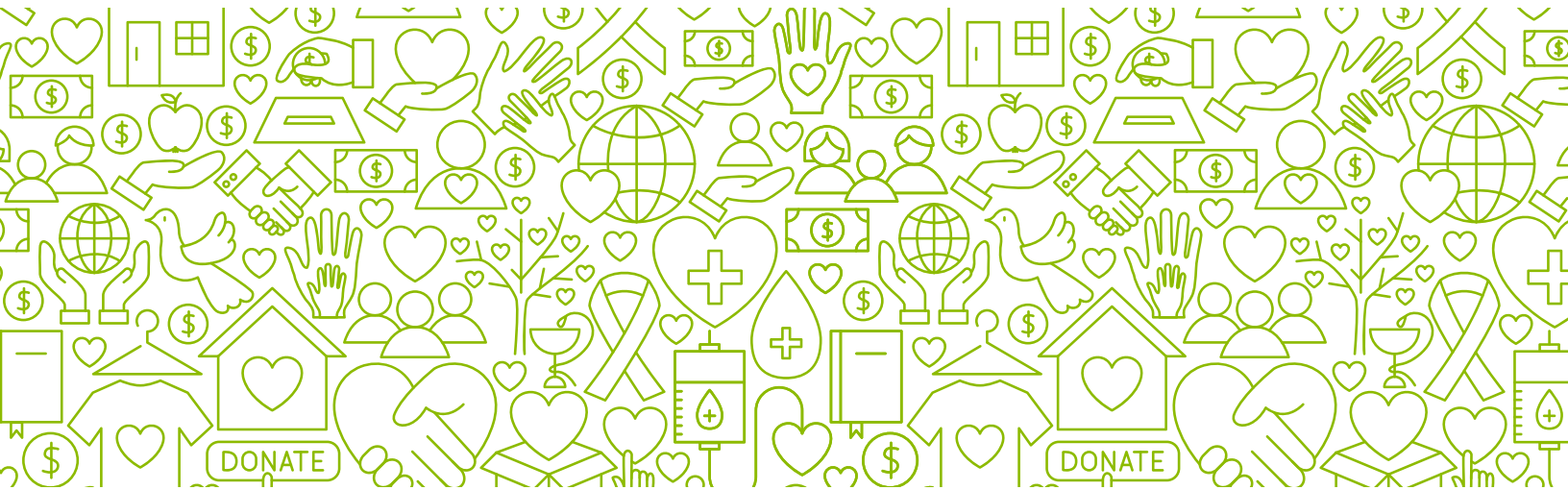


Approx. \$245,000 was raised



21 events

Thank you to our incredible volunteers, without you our events would not be possible and we are so grateful to have your dedication and heart to ensure the wonderful people we support can lead enriched and fulfilled lives.



WSA received over \$340,000 in funding this past year, through grants, sponsorships, donations, fundraising events and AGLC casino events and social enterprise.

Thank you to all of our amazing supporters and donors! Through your generous support and the work of the Foundation, WSA received over \$340,000 in funding this past year, through grants, sponsorships, donations, fundraising events and AGLC casino events and social enterprise, to help support projects for the programs and services provided by the Winnifred Stewart Association.

Thanks to funding received from the Stollery Charitable Foundation, WSA was able to continue to expand the Mindful Hearts Training program by hiring a full-time Mindful Hearts supervisor position and implement better evaluation tools by partnering with post-secondary institutions. We also received an additional \$5,000 from the Edmonton Chinese Lions Club to assist with the growth of this program.

This past year, we also received a very generous gift of \$9,500 from St. Paul's Foundation, towards our \$500K Campaign, to help renovate the washrooms in one of our residences, as well as a donation for \$10,000 from the Alberta Thai Association to support our programs and services.

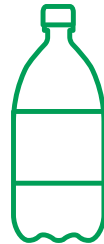
Remedy's RX continues to be an integral member of the WSA family with their Annual gift of \$10,000 to support internal events that our community, clients and staff can enjoy. We are so fortunate to have this partnership!

Empties to WINN green goods



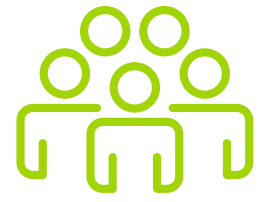
\$180,000

worth of bags sold



60 million

60 million containers collected to date



12,000+

ETW program participants

Look for our GreenGoods program to be offering a variety of new green products in 2020/2021

If you enjoy the service our Green Goods and Empties to Winn programs provide, please continue to support us, and let your family and friends know about us as well. Word-of-mouth referrals are our #1 marketing tool, and every new donor that comes our way is incredibly valuable.



2019 ETW Collection Revenue

\$782,568.00



2020 ETW Collection Revenue

\$831,465.00

Contact Info:

Phone: 1-888-YOU-WINN (1-888-968-9466)

Email: emptiestowinn@wsaf.ca

www.emptiestowinn.com



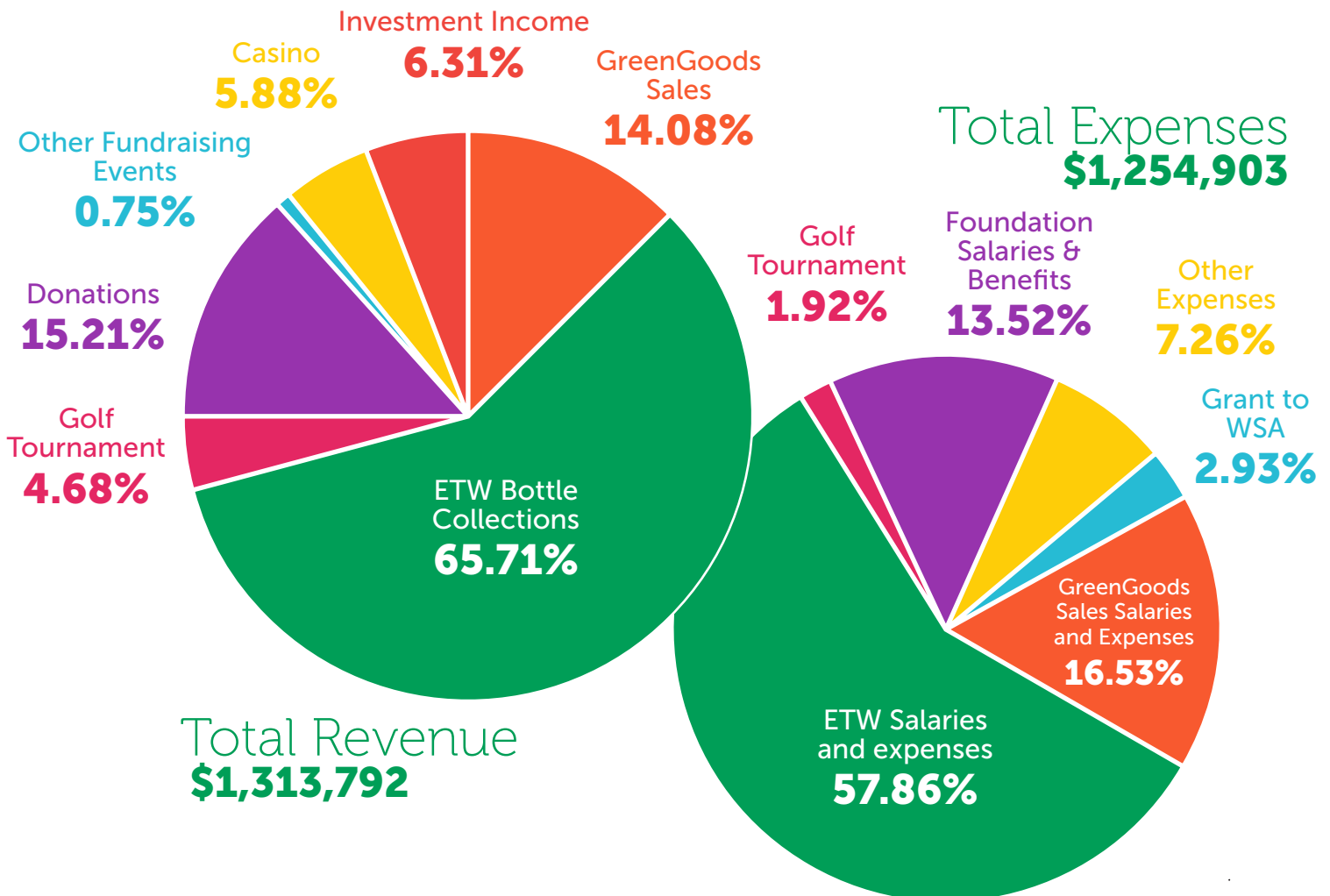
You can make all the difference!

Looking for a way to make a big impact on the lives of people with developmental disabilities? Setting up monthly donations, major gifts over multiple years, or leaving a gift in your will can help WSA plan for the future, and ensure that people with developmental disabilities can lead enriched lives as integral members of their community.

To find out more about options to give, please contact our Director of Development, Candace Smallwood, CFRE at 780-974-3190 or CandaceS@wsaf.ca



2019/2020 Fiscal Year End Financial Results



For full Audited Financial Statements, please visit our website

www.Winnifredstewart.com

We are honoured to recognize the following supporters through our Wall of Honour for their generosity and commitment to our Association. Without you, we would not be able to continue our work to support individuals with developmental disabilities to meet their potential and have full lives in an inclusive, supportive community.

Community supporters who have contributed \$1,000 or more to WSA are invited to join our Wall of Honour on an annual basis, in recognition of their continued support of our organization.

Lifetime Giving

Pioneer of Spirit

Winnifred Mary
Stewart, RN

Founders

Margaret Barrigan
Barbara Villy Cormack
Frank Loewen
Dr Lue Russell
Milly Thomas
Jacob Werner

Champions

Wayne Gretzky
Mayor William
Hawrelak
Marcel Lambert
Ernest Manning
Dudley Menzies
Abe Miller
Frank Smith

Visionary — \$250,000+

Edmonton Community Lottery Board
Edmonton Housing Trust Fund
Daytona Homes Master Builder
Lawrence Shopeau

Benefactor — \$100,000-\$249,999

Edmonton Community Foundation
Lorne & Doreen Hooper

Partner — \$50,000 - \$99,999

Alberta Beverage Container Recycling
Corporation
Colin and Lila Eicher
Krawford Construction (2011) Inc
Estate of Nora Jean Lewis
Florence Dales
Halls Remedy's Rx
IKEA, LIHCAP – City of Edmonton
Rotary Club of Edmonton Mayfield
Strathcona Bottle Depot
Estate of Charles A Welbourn



2020 Wall of Honour - Category Changes & New Inductees

Benefactor — \$100,000-\$249,999

Edmonton Oilers Community
Foundation
Government of Alberta
Green Bottle Depot

Contributor — \$5,000-\$14,000

Adele L Yukes	Linda Stollings	Sisters of Charity of Providence
Estate of Marion Lois Herbert	Ruth Lauf	

Supporter - \$1,000 - \$4,999

A E Rose Information Services Ltd	Edmonton Chinese Lions Club	La Boule Patisserie & Bakery Inc.	Richard Callaway
Alberta Thai Association	Edmonton Eskimos	Lance Grainger	Robert and Karen Calder
Alexander & Beverley Ingram	Edmonton Police HQ CPIC/Warrant Unit.	Larry and Marina Vandegriend	Ross Boyes
Attica Furniture Restoration Ltd	Edward R Granoien	Ledcor Industries Inc	Sarah & Cory Peters
Barry Alackson	Events Edmonton	Leslie Smith	Sawmill Banquet Centre
Basil & Joy Laycock	Florence Fryett	Lillian Ivankovic	Sharon Doyle
Beryl Nahornick	Floyd Stad	Linda Lyons	Shirley Parranto
Betty Baaten	Frankie Ma	Lorraine Fraser	Sims Andrew C L Qc
Brytex Building Systems Inc	Fred Syska	Louise Drynan	St. Paul's Foundation (Edmonton)
Caroline Anderson	Garry & Margriet Tilroe-West	Margaret Milner & Wes Clyne	Stan and Grace Smalley
Christopher S. Mackay	George and Alma Paicu	Marta Collier	Stefanie Kozal
Claire Muller	Georgina Shields	Michael and Patricia Priestner	Sue Gilchrist
Claude Campeau	Gordon and Patti Sollereeder	Micheal James Colborne	Sylvia Boyetchko
Clean Car Wash Windermere Ltd.	H2P Projects Inc.	Monika Zupan	Thang Phung
Cyndee Johnson	Institute of Corporate Directors	Mrs Frances Scragg	The Co-operators
Dale Wilson	Jack and Joan Fife	Murray Katz	The Stollery Charitable Foundation
Dan and Audrey O'Brien	Janet M Clark	Paula Siwik	Tom & Gwen Woodman
Diana M Bacon	Janice & Michael Leahy	Peter Eerkes	Tony & Rita Lugg
Doaker Boyd	Joe Schlaut	Peter Sonnefeld & Sandra Paul	Trevor M Pahl
Dolores Wacko	John and Lois Lynell Scott	Philippe and Laurence Sarlieve	Virginia Isaac
Don Bishop	Kathryn Ribeiro	Ralph and Gay B. Young	W Mlinaritsch
Douglas Elford	Kathy and John Dauphinais	Ralph Williams	Windermere Real Estate Company
Eberhard Lorberg	Kathy Bruce-Kavanaugh	Richard and Lorraine Andruchow	WINMAR Edmonton
	Kayla Shoctor		



Winnifred Stewart Association

Events

Thank you to our incredible sponsors from our Joey Moss & Friends Golf Classic: The Co-operators, ATB Wealth, H2P Projects, Krawford Construction, Accurate Network Services, Fairfield Watson, ABCRC and Green Bottle Depot Windermere. Thank you to everyone who participated to make this such a successful event again this year, with a total of \$61,000 in revenue!

In 2019, WSF was fortunate to reconnect with long-time friends, The Rotary Club of Edmonton Mayfield. An executive committee was formed to partner in the planning of the 20th Annual Fork It Over Gala, in support of The Winnifred Stewart Foundation and Brightview Elementary hot lunch program. Though the event itself has had to be postponed due to COVID-19, we are so fortunate for the relationship that has been re-established and we so look forward to our event in the near future. Stay tuned for more details!





**Winnifred Stewart
Association**

For more information or to make a donation, please contact Winnifred Stewart Foundation at
780-453-6707 or email info@wsaf.ca

Contact Info:

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