



# Annual Report

**2020/2021**



**Winnifred Stewart**

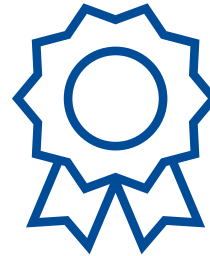
S.T.R.I.V.E. FOR OUR

# 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 Chair



Over the past two years serving as Chair of the Winnifred Stewart Association (WSA), I have had the honour of working alongside a dedicated team who has shown strength and resiliency during one of the most challenging times in our recent history.

This past year has brought many tests to our organization and the sad loss of many people we care about. I am so proud of our staff and clients for supporting each other during these times.

We have found the strength to move our organization forward throughout these challenges, creating new programs and opportunities for people in our service and across Alberta, including our new Joey Moss Memorial Fund, Employment Readiness Program.

I want to thank our staff for their continued dedication and courage, for the sacrifices they made to ensure the people we support are safe and cared for. You have gone above and beyond what any of us had expected would have been asked this past year.

I would like to thank those who have served on the WSA board for their dedication and hard work. 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 serving as Past President this coming year, as our organization continues to grow and find new ways to enhance the lives of people with disabilities.

A handwritten signature in blue ink, appearing to read 'Timothy Jobs', written in a cursive style.

Timothy Jobs,  
Winnifred Stewart Association Chairperson

### 2020/2021 Association Board

**President** – Timothy Jobs

**Treasurer** – Leon Pfeiffer

**Secretary** – Gord R.E.T. Rajewski

**Chief Executive Officer** – Sue Gilchrist

#### **Directors**

Jaclin Cassios

Stan Fisher

Paul Goguen

Kevin Guile

Cindy Impolla

Malinda Ivankovic

Chad Zima

## Message from the CEO



This past year, WSAF faced an unprecedented question: how do you deliver excellent human services when humans are facing the largest global pandemic of our lifetime? Our answer – you adapt, you innovate, and you support.

Adapting to our new reality isn't a "one and done" scenario. Change has become our new constant, sometimes the only consistency in our world. Health assessments, PPE, enhanced cleaning, isolation protocols, CMOH Orders – we have been challenged with a mountain of new practices. Through it all, our staff have been nothing short of extraordinary. They have shown exceptional commitment and selfless dedication to our individuals during these difficult ongoing circumstances.

Necessity is the mother of innovation - never has this been truer than in 2020. We've moved our entire server online, set up dozens of staff to work from home, created virtual programming, pivoted to contactless pickup for our ETW program, the list goes on and on. From innovation to creation, we were also able to introduce new programs as an organization, such as the JMMF Job Readiness Program, providing even more barrier-free opportunities to the community.

The support we've seen from our community this year has been incredibly overwhelming, regardless of the weight these unprecedented times have brought to everyone. We experienced devastating loss this year, but WSAF has been backed through it all by steadfast compassion and generosity from our outstanding Board of Directors to our families, guardians and generous supporters like the Edmonton Football Club, Edmonton Oilers Community Foundation, Accurate Network Services, Care Rx and many more dedicated community partners.

We strive for 2021 to bring more opportunities and fewer uncertainties. As an organization, we've seen amazing amounts of support through the hardest of times, helping us to achieve greater things for our staff and individuals. Let us continue to remember how working together provides the most successful outcome and greatest impact.

Sue Gilchrist,  
CEO

### 2020/2021 Management Team

**Sue Gilchrist** – CEO

**Jennifer Deck** – Director of Finance

**Sheri Grist** – Director of People & Culture

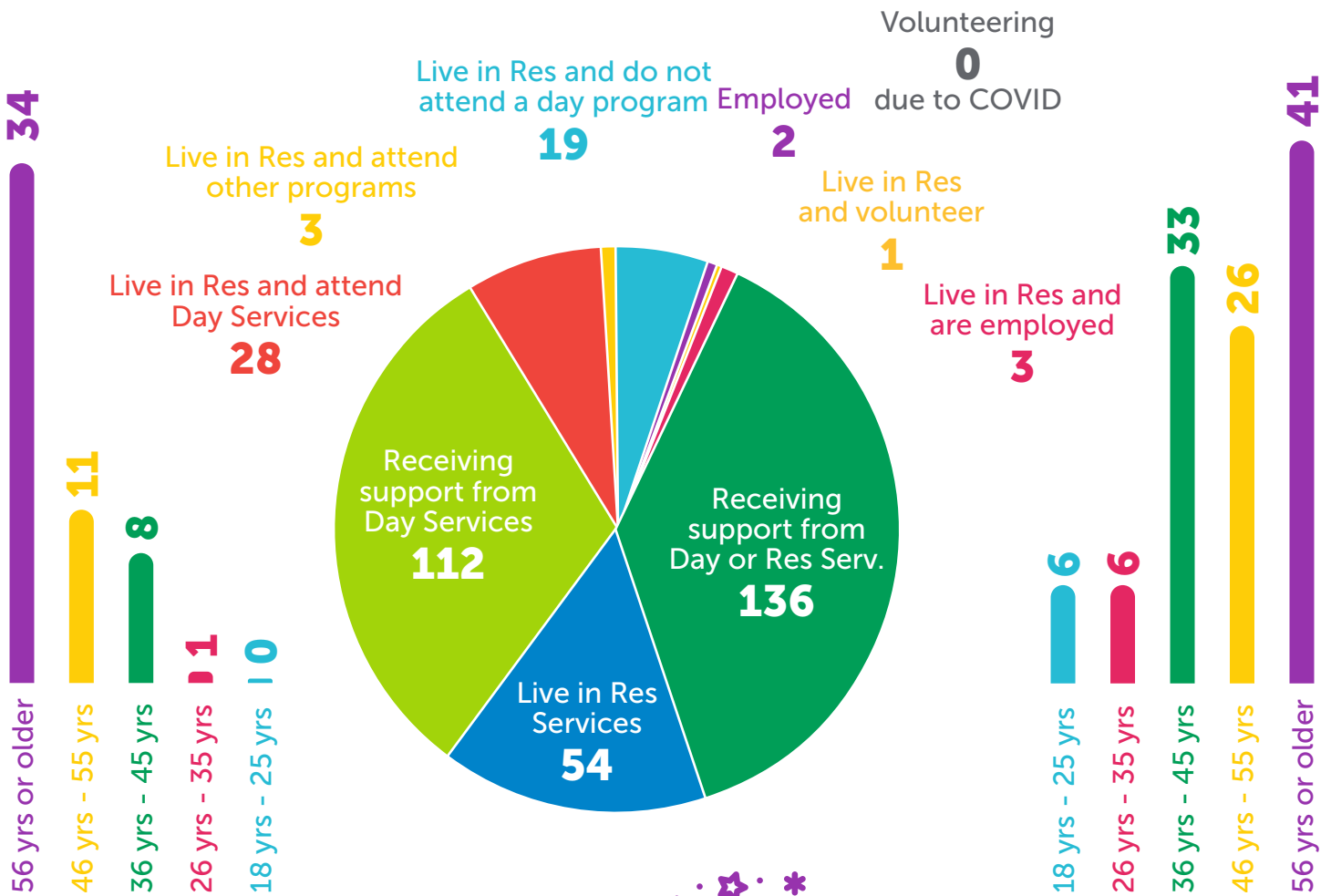
**Candace Smallwood** – Director of Development

**John Alexander** – Manager of Business & Operations

**Corinna Yakimowich** – Program Manager,  
Day Program

**Veronica Ferdinand** – Program Manager,  
Residential Services

# Demographics



Age Groupings:  
Residential Services

**54 People**



Celebrating

Staff Years of Service

- Less than 5 years – **160**
- 5-10 years – **56**
- 10-15 years – **36**
- 15-20 years – **22**
- 20-25 years – **12**
- 25-30 years – **7**
- 30-35 years – **2**
- 35-40 years – **1**

Age Groupings:  
Day Services

**112 People**



Genders  
Residential Services

**M 29 F 25**

Genders  
Day Services

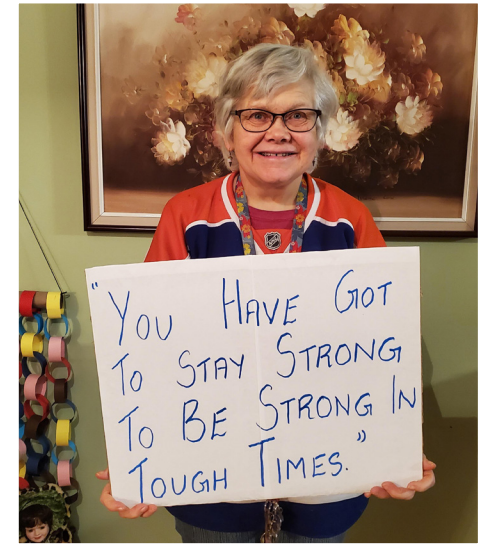
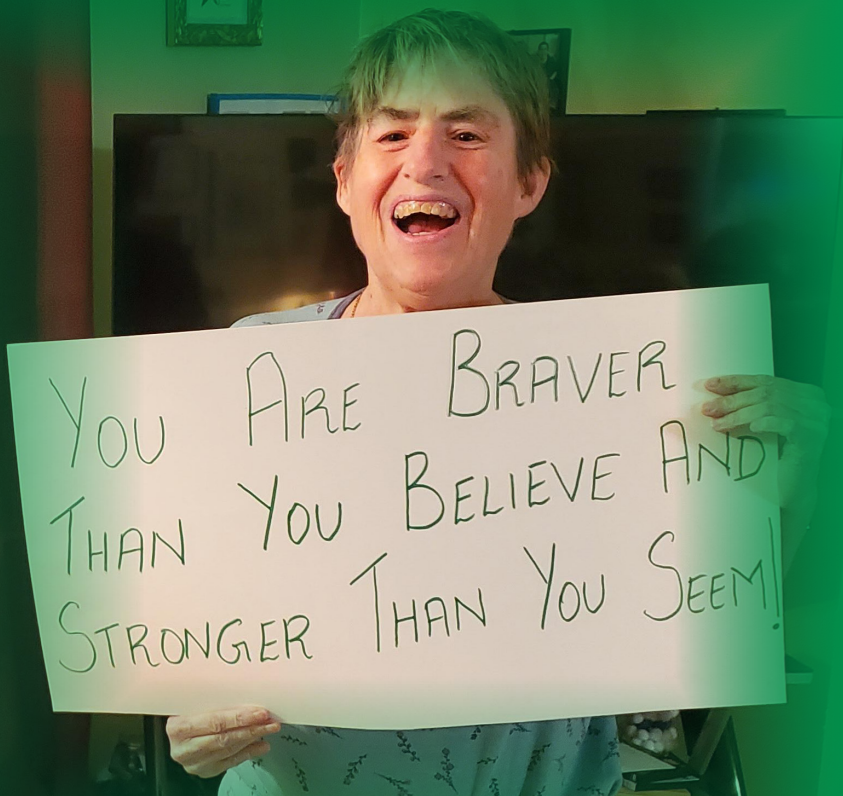
**M 62 F 50**



Number of Direct  
Support Hours

**265,059**





## Your Support Got Us Through...

2020 was a year like none other, it brought fear and heartache like most of us have never experienced before. Our organization was no exception to this.

From relearning how to navigate the world to keep the people we support safe from the pandemic to losing people who have been part of our organization since its early days in the 1950s, 2020 is a year we will never forget.

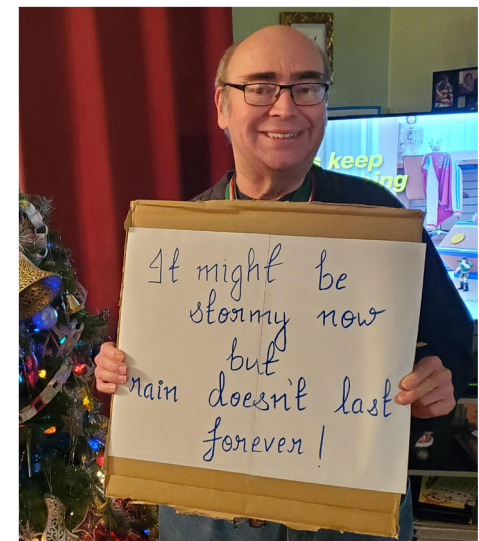
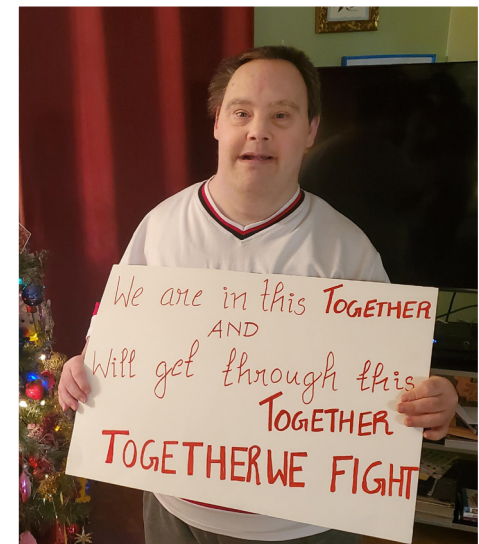
As a result of the pandemic and the natural consequence of having the honour to care for such incredible individuals, we grieved the loss of 9 precious souls this past year, including our dear friend, Joey Moss.

We have learned many things through all of the heartache; most importantly, if we stick together, we can overcome anything. Seeing how friends and co-workers supported each other to keep going was inspiring.

Your support during this past year has made all of the difference. Your support meant that we were able to provide counselling support to our individuals and direct support professionals during the hard times.

Thank you to our staff, individuals, families and supporters for helping us through this past year. We are so grateful for all of your support!

Your support got us through.



## Association Year in Review

### 2020/21 was a year of change, learning, and new partnerships for WSA.

Soon after we settled into our new space in our main building in early 2020, the consequences of the COVID-19 pandemic caused us to shut down our Day Services Program for in-person support. In response, we quickly moved to virtual programming provided to participants in their homes, ensuring opportunities for individuals to continue to connect with their peers safely.

While the Day Program was shut down for in-person activities, our staff took the opportunity to work on enhancing program rooms, to better reflect the exciting things that they offer. Our new Horticulture room and Sensory Room are among our new favourites.

With the reorganization of our programming and office space, we were able to free up the basement of our building and our multi-use spaces to provide more opportunities to support people with developmental disabilities. This past year our building became home to programs offered through ABC Head Start Society, Alberta Cerebral Palsy Association, Autism Edmonton, and Paralympic Sports Association this past year, and we look

forward to welcoming Community Options in the spring of 2021.

Along with the upgrades to our building, our technology systems got a refresher as well. With moving our non-essential administrative staff to work from home, our physical computer network server no longer met the greater needs of our staff. With the help of our dedicated team of tech support at Accurate Network Services, we moved to SharePoint online, which allowed our teams to better collaborate from remote locations. Although there was a significant learning curve, our staff have embraced the change, and many have found new computer skills and interests that they never knew they had.

Our Residences underwent several upgrades this year thanks to support from private and government grant programs, including St Paul's Foundation, Alberta Seniors and Housing, and the Winnifred Stewart Foundation. Providing quality homes to our clients is one of our highest priorities and would not be possible without the support from the community.



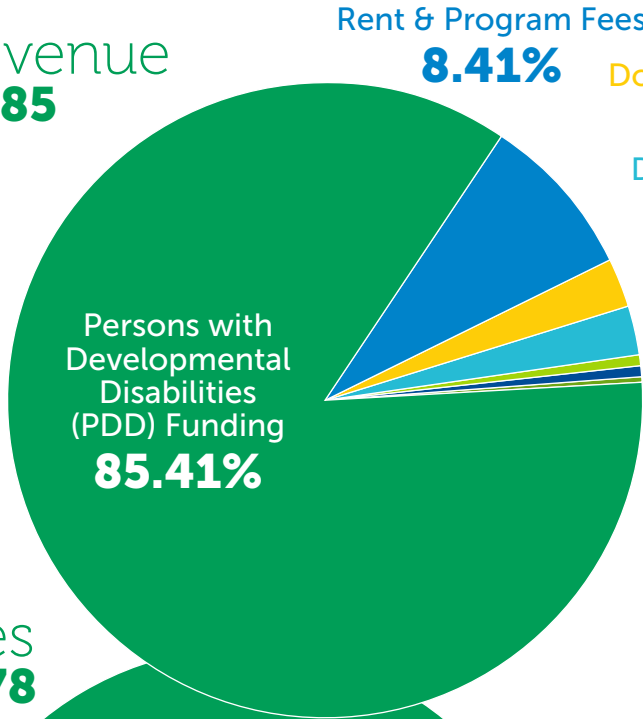
New Horticulture Program Room



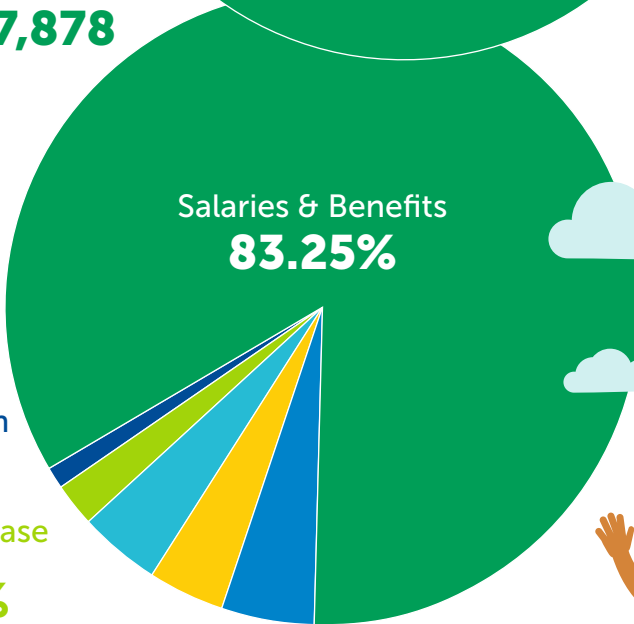


# Winnifred Stewart Association 2020/2021 Financial Results

Total Revenue  
**\$9,684,985**



Expenses  
**\$9,817,878**



Amortization  
**1.97%**

Donated Lease Space  
**2.29%**

Other Operating Expenses  
(Staff Recognition, IT,  
Professional Fees etc.)  
**3.94%**

Groceries &  
Utilities  
**3.82%**

Repairs,  
Maintenance,  
Furniture &  
Equipment  
**4.73%**



Winnifred Stewart

For full Audited Financial Statements, please visit our website

[www.Winnifredstewart.com](http://www.Winnifredstewart.com)



## Message from the Winnifred Stewart Foundation Board Chairperson



### We're Humbled by your Support this Year

On behalf of the Winnifred Stewart Foundation (WSF), I would like to thank all who have supported our efforts this year.

In a year that brought great uncertainty, our Foundation was humbled by the outreach of generosity from our supporters. Thank you to all of our sponsors, donors, partners and volunteers for allowing us to continue to focus our efforts on improving the quality of life for people with disabilities.

We are incredibly proud of the hard work of our Foundation team this year. Our Empties to WINN bottle collection program realized its best year yet, with a net income of nearly \$350,000. Congratulations to our Manager, John Alexander and his team for their success this year.

Our Fund Development team worked in collaboration with the Moss Family to create the Joey Moss Memorial Fund. This new program will raise funds to advocate for employment and other meaningful opportunities for people with developmental disabilities and provide funding support opportunities to employment support programs across Alberta. The program will also fund our new Employment Readiness Program, offering employment preparation and internship opportunities for people with developmental disabilities. We are incredibly grateful to the EE Football Club and the Edmonton Oilers Community Foundation for their support and contributions to this fund.

Thank you to Sue Gilchrist, who led the Winnifred Stewart Foundation, and her team for their commitment and ingenuity in finding new and sustainable ways for us to continue to support the programs and services offered by the Winnifred Stewart Association.

Finally, thank you to the members who served on the Winnifred Stewart Foundation Board this year. Your leadership, support and hard work have been instrumental in the success of the Winnifred Stewart Foundation and Association.

A handwritten signature in black ink that reads "R Willmott". The signature is written in a cursive style.

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.

In 2020, 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.

### 2020/2021 Foundation Board

**Chairperson** – Robert Willmott  
**Treasurer** – Dan Wiart  
**Secretary** – Elizabeth Norris-Kartz  
**Chief Executive Officer** – Sue Gilchrist

**Directors**  
 Desmond Chow  
 Doug Lane  
 Sarah Peters

Michael Starrett  
 Harold Witte

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

- 1. Social Enterprise**  
 Empties to Winn  
 – a beverage container recycling program
- 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, disability sector advocacy, communications with the public, as well as Association and Foundation branding



## Fundraising and Revenue Generation

Thank you to all of our amazing supporters and donors! Through your generous support and the work of the Foundation, WSA received nearly \$480,000 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.

Care 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! This coming year we look forward to naming a programming room within our main building in support of their continued support of WSAF.

Our long-time tech support company, Accurate Network Services who has continued to support our organization in numerous ways, helped us to create a new technology lab this past year. Accurate Network Services has provided in-kind equipment and supplies for the room, as well as helping us launch a new, free, technology program for people with disabilities this coming September. We are excited to continue to work together to make technology more accessible for people with disabilities.

Although the Rotary Club of Edmonton Mayfield's 20th Annual Fork It Over Gala, in support of The Winnifred Stewart Foundation and Brightview Elementary hot lunch program was postponed due to COVID-19, we jointly hosted a very successful online auction event which raised over \$8,600 for WSA this past year!

With the delay of our annual golf tournament, in 2020, we launched a new WSAF fundraising event, where 45 members of our community and supporters joined us in a virtual walk-a-thon event, sponsored by our friend's Fairfield Watson and Krawford Construction, raising \$19,600!

The Joey Moss Memorial Fund (JMMF) was created after Joey's passing on October 26, in response to Joey's family's request for donations in lieu of flowers, to be provided to Winnifred Stewart.

In collaboration with the Moss Family, it was established that funds raised by Joey Moss Memorial Fund would be used to continue Joey's legacy of advocating for employment and other meaningful opportunities for people with developmental disabilities.

Joey was a strong ambassador within the disability sector who touched the lives of many. It is important to Winnifred Stewart to ensure his legacy can help create change for people with developmental disabilities throughout Alberta, not just those supported by WSA.

Along with the incredible support we have received from the community, major contributors to the fund include, the EE Football Team and the Edmonton Oilers Community Foundation. At the end of our fiscal year in March 31, 2021, we have raised over \$440,000 towards this fund.

Fundraising initiatives will be ongoing to continue Joey's legacy, including collaborating with local community members and organizations who wish to contribute to the fund.

All proceeds of Winnifred Stewart's Joey Moss Memorial Fund will go towards continuing Joey's legacy of advocating for employment and other meaningful opportunities for people with developmental disabilities through:

- Raising awareness about inclusive employment;
- Fostering employment & entrepreneurship opportunities;
- And supporting employment programs for people with developmental disabilities throughout Alberta

In the spring of 2021, the Joey Moss Memorial Fund Employment Readiness Program was launched with the support of a grant provided by the Alberta Government, Alberta Works Program. Through the combination of job-hunting preparation and work experience, participants will be ready to begin their job search to start their career with renewed self-confidence, knowledge and experience. Ongoing funding of this program will be provided through the Joey Moss Memorial Fund.



# Empties to WINN green goods

## Empties to Winn & Green Goods Update

In 2021, we made the difficult decision to close our Green Goods program, which was a great fundraising initiative of WSAFs for a long time. We thank all the program's employees and supporters for their efforts in making this program as successful as it was.

The Empties to Winn program had a record-breaking year, collecting over seven million containers while having the most profitable year to date. While you may think the bottles and cans your household or business donates is a small gesture, those donations added up to \$900,000 of containers collected in 2020/21, and profits of nearly \$350,000. Our successes enabled us to continue to modernize our software and our fleet of vehicles, all while contributing to a substantial grant in support of the Winnifred Stewart Association. Empties to Winn is an amazing social enterprise success story, and you're a big part of that – thank you!

In the coming months and years, Winnifred Stewart Foundation will continue to evaluate additional social enterprise opportunities. In the meantime, if you enjoy the service our Empties to Winn program provides, please continue to support us, and tell your friends, family and co-workers about the work we do in the community. You're making an incredible difference in the lives of the individuals we support!



2020 ETW Collection Revenue

**\$831,465**



2021 ETW Collection Revenue

**\$952,034**

**Contact Info:**

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

Email: [emptiestowinn@wsaf.ca](mailto:emptiestowinn@wsaf.ca)

[www.emptiestowinn.com](http://www.emptiestowinn.com)





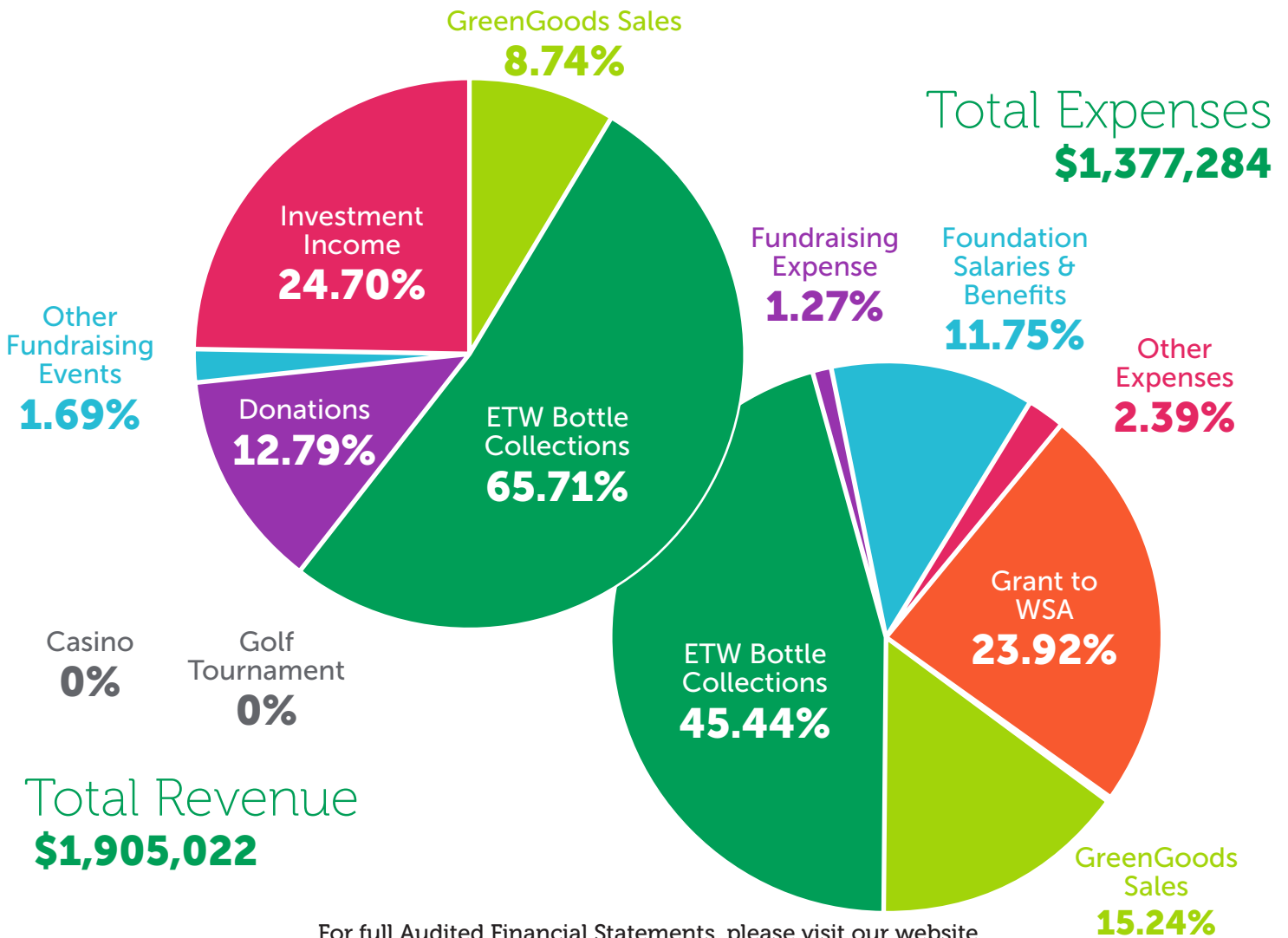
## You can make all the difference!

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



## 2020/2021 Fiscal Year End Financial Results



For full Audited Financial Statements, please visit our website

[www.Winnifredstewart.com](http://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 Football Club  
Edmonton Housing Trust Fund  
Daytona Homes Master Builder  
Lawrence Shopeau

### Benefactor — \$100,000-\$249,999

Edmonton Community Foundation  
Edmonton Oilers Community Foundation  
Green Bottle Depot  
Government of Alberta  
Halls Remedy's Rx  
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  
IKEA, LIHCAP – City of Edmonton  
Rotary Club of Edmonton Mayfield  
Strathcona Bottle Depot  
Estate of Charles A Welbourn



## Category Changes

### **Visionary**

Edmonton Elks Football Club

### **Benefactor**

Halls Remedy's Rx

### **Builder**

Mather Charitable Trust

Windermere Real Estate Company

### **Contributor**

Burtine Kendall

Carol McKinnon

Fred & Alice Chow

Richard & Carol Spooner

Robert Willmott

Ruth J Brayer

Shirley Matan

Sisters of Holy Cross

Strategic Charitable Giving Foundation

### **Supporter**

Alan Olinyk

Alison Seymour

Amber M Andersen

Andrew and Nada Bremness

Anita Ramsay

Ann D Campbell

Arnie Petterson

Benefex Consulting Inc.

Bette Anne Edwards

Billie Hughes

Brian Game

Brytex Building Systems

C L Wiedman

Catherine A Ziegler

Cec & Martina Butt

Christine Pearce

Claire Adele Knowler

Cosmas Wong

Dave Segatto

Diane Binette

Diane M. Goodvin

Dianne Pugh

Dion Linke

Dorothy Constable

Eileen and Leo Vilks

Frank and Margaret French

Frank Halle

Fred Radford

Gerald Albert Verville

Gilda Valli

Glen & Lois Walmsley

Gordon and Marilyn Robb

Heather Jamieson

J and Karen Kotlarchuk

J and Wendy J Pearson

J Wolfe

Joanne Sutherland

John & Carol Andrew

John Procter

Karen Clarke

Ken and Sharon Hodgson

Kenneth Skeith

Kent Stewart

Kevin Butt

King Motion Pictures Corp

Kirsten Olsen

Larry Anderson

Leona De Boer

Lois Torrance

Lorie Garritty

Margaret Thompson

Marilyn Cebuliak

Martin Davis

Mary G Hamilton

Mary McGregor

Maximum Mobility

Michael & Dawn Curran

Michael and Gwen Cousens

Nancy Tong

Patricia Mann

Patrick & Cherrill McCall

Peter Burnett

Peter Dukovac

Philip Joseph Renaud

Ralph O Fowler

Raymond A Vallee

Robert McPherson

Roderick and Maria MacIsaac

Ruth Tegart

Sentinel Storage

Silent Ice Sports & Entertainment

Steven Hijmans

Tally Hutchinson

Tom & Anne Louise Hill

Tom Kallal

Valerie Schirmaier

Wayne & Cheryl Wright

William Kirdeikis

## New Inductees

### **Contributor**

Richard Smit

Shirley Cox

Tillen Inc.



## Finances

Audited financial statements for the fiscal year April 1, 2020, to March 31, 2021, are available by calling the Winnifred Stewart Association at 780-453-6707 or emailing [info@wsaf.ca](mailto:info@wsaf.ca).

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

## Contact Info:

### Winnifred Stewart Association

11130 -131 Street  
Edmonton AB T5M 1C1  
Phone: 780-453-6707  
Fax: 780-453-6709  
Email: [info@wsaf.ca](mailto:info@wsaf.ca)

[www.winnifredstewart.com](http://www.winnifredstewart.com)

### Contact:

Sue Gilchrist – CEO  
Jennifer Deck – Director of Finance  
Sheri Grist – Director of People & Culture  
Candace Smallwood – Director of Development & Communications  
John Alexander – Manager of Business & Operations

