

Annual Report 2019-2020



MAKING CHANGES

Advancing futures for women. **TOGETHER.**



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WWW.MAKINGCHANGESASSOCIATION.CA

MESSAGE FROM OUR EXECUTIVE DIRECTOR & BOARD CHAIR

Making Changes had an exciting fiscal year. We welcomed back Cathy Coutts as our Executive Director after a short nine-month retirement after saying goodbye to Karen Love, who moved to her dream destination on Vancouver Island. We also refreshed the Making Changes brand, which we launched with our new logo and website. The paper crane in our new logo is representative of Making Changes with the many folds reflecting the many hands that, together, contribute to advancing the futures of our clients.

Our next fiscal year has already been remarkable both for Making Changes and for the community we serve. The Covid19 pandemic has required us to balance program delivery interruptions and funding challenges with the continued need to support our clients. In these challenging times, there have been many silver linings as we pivot our programs to online delivery and adopt physical distancing measures.

For example, we saw increases in registrations and active participation in our online employment programs - several students gained employment prior to finishing their course. We have also introduced virtual appointments for My Best Friend's Closet participants preparing to return to school this fall. We look forward to strengthening our programs and expanding our delivery options to meet the needs of our clients throughout this next year.

We are so grateful and very honored to be part of the Making Changes team. We thank all our funders, donors, volunteers, staff, board members and partners for their incredible support.

**CATHY COUTTS,
EXECUTIVE DIRECTOR**

**SARAH CHIU,
BOARD CHAIR**



Board of Directors

**Thank you
for your
dedication!**



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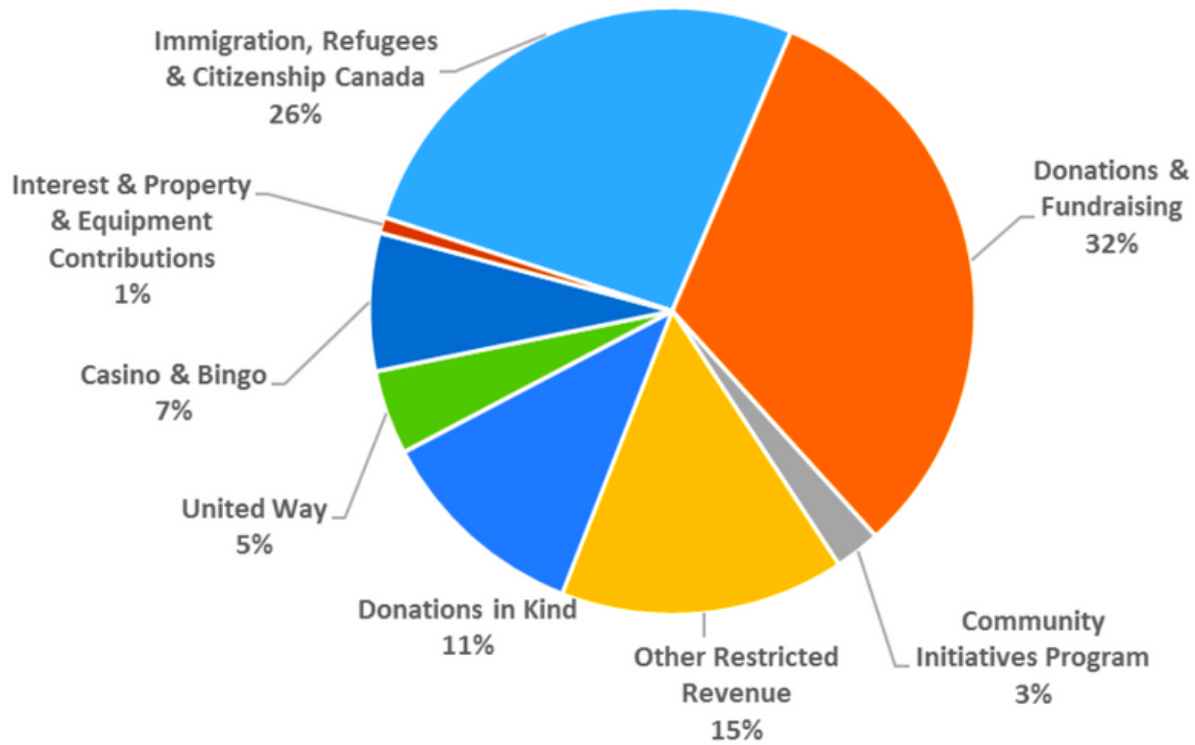
Thank you to the many incredible local businesses, corporations, organizations and individuals who have supported and contributed to our programs this year!

We are truly grateful for your relationship and generosity.

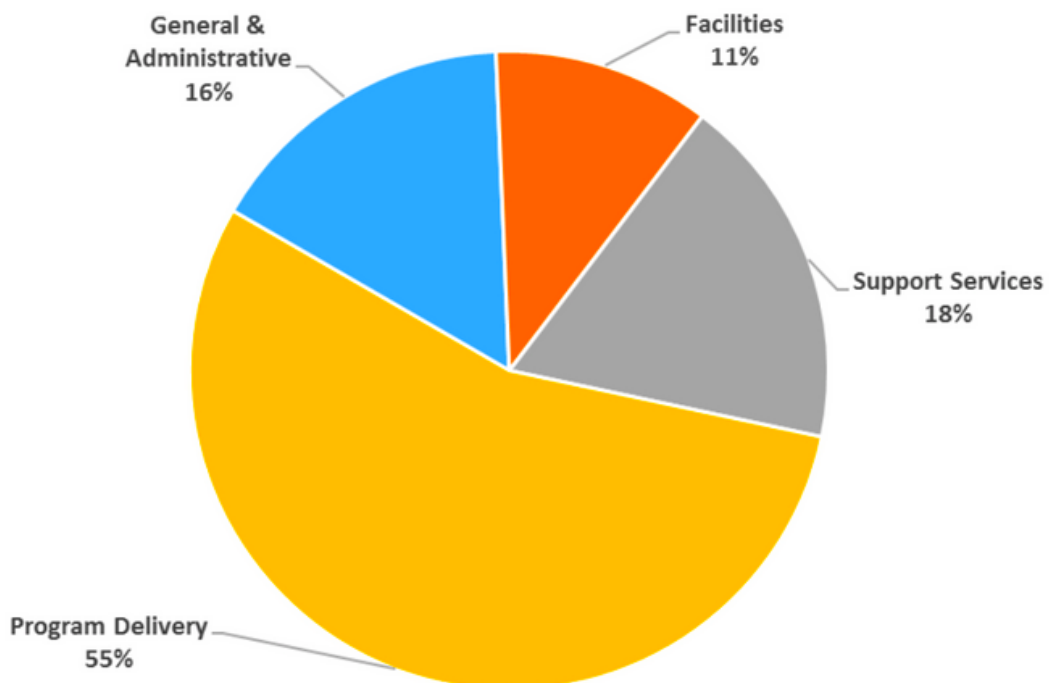


Financial Overview

Revenue: \$1,041,888



Expenses: \$941,063





Our Volunteers

We are so grateful for your time!

To our devoted and passionate volunteers, we'd like to express our gratitude for the time you give in offering invaluable services to Making Changes. We could not operate our programs without your support, so thank you for your ongoing belief in our mission and sharing in our joint commitment to help advance futures for women and teen girls in our community.

The stats



610
Volunteers



12,570
Hours

Advancing futures for women. TOGETHER.

OUR IMPACT:

KAYA'S JOURNEY THROUGH THE WOMEN IN TECHNOLOGY PROGRAM

My name is Kaya and I am from South Korea. I came to Canada in December 2014 as an international student, and moved to Calgary in 2018 as a permanent resident.

After gaining some stability in Canada, I started thinking about what to do with my career. My husband, who was working as a web developer at the time, suggested I try studying in the IT field. A counselor I talked to at Immigrant Services Calgary sent me an email about the Women In Technology program. I sent my application for the program and got accepted right away!

The program started with employment and life skills classes, which sounded very new to me to learn about Canadian work life culture in class. It was more focused on the work culture, so it was a great help. Learning technical skills in class was what I really enjoyed from the program. It was a very intensive program, and we had great chances to learn and to be exposed to many new skills. Our instructor was amazing and very helpful.

I also received lots of help from the instructor to learn mobile Android app development, which led me to an opportunity to intern as an Android developer.

"The WIT program was the gate that opened a whole new journey for me and I'm excited to walk this new path, finally knowing what I want to do." -Kaya Kim

I got a job opportunity at the mobile application development company after my 2-month internship was done. As a result I was also able to obtain employment as a contract mobile application development teacher at a local college and eventually was offered an opportunity to co-facilitate in the Women in Technology program.





Our Programs

WALK-IN CLOSET



1,778
appointments



29,170 items
of clothing



14,299
accessories

WOMEN IN TECHNOLOGY



12
graduates

MY BEST FRIEND'S CLOSET



537
appointments



10,284 items
of clothing



6,585
accessories

EMPLOYMENT & LIFE SKILLS



104
graduates

OUR IMPACT:

SHAYLET'S EXPERIENCE AT MAKING CHANGES

Shaylet was born in Zimbabwe. As an ambitious young woman, she moved to the capital city to attend post-secondary education and received both a diploma and masters degree through the Chartered Institute of Customer Relationship Management.

Shaylet married young, but sadly her husband was very abusive. Marriage in her culture is for life and together, they had five children. Though her children told her to leave the abuse, she couldn't abandon them. Only when the last one graduated from high school, did she flee to Canada and claim refugee status.

Shaylet arrived in Calgary with only a suitcase to her name. Her cab driver suggested bringing her to the the Salvation Army, where she found a comforting meal and bed. While out in the city, she eventually met a fellow Zimbabwean woman who offered Shaylet to stay in her basement.

She first completed our Employment and Life Skills program, where she eagerly learned about Canadian culture, job search strategies and how to prepare for an interview.



After finishing the program, she was then referred to our Walk-In Closet. The few dresses that Shaylet was able to bring from her home country were too formal for Canada. The clothes that she received at the Walk-In Closet made her feel like she was "dressed like a Canadian".

Shaylet is currently building her career in the customer service field, where she brings empathy, collaboration and effective communication.

"Thank you for the knowledge and confidence I got after attending your programs." -Shaylet



IN SUPPORT OF MAKING CHANGES

PROUDLY
PRESENTED BY



Our 4th annual YYC Chic Gala was held on November 7, 2019 at the Hudson Downtown and raised \$122,000 in support of our programs and services!

Our 350 guests enjoyed a local fashion show emceed by The Style Guys: Jason and Aly, live entertainment, shopped pop-ups, bid on amazing silent auction items and savoured fine hors d'oeuvres. We also surprised attendees with the unveiling of our new branding, with a beautiful crane dress that debuted on the runway.

We'd like to express our sincere gratitude to our sponsors, donors, participants, volunteers and guests for helping us make this event a wonderful success.



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OUR IMPACT:

ASTRID'S VOLUNTEER STORY

"I aspire to become an agent of positive change in the world, and this was an opportunity for me to do so."

- Astrid Rodriguez



I've been part of Making Changes for about three years now. I always feel so inspired by all the other women that volunteer their time and knowledge to make others happy. I'm very grateful to be part of such a great team!

One of my favourite memories as an Image Consultant was helping a lady who recently had given birth to her first baby. I could tell that she wasn't feeling comfortable with any choices of clothing she made.

To help my clients to find the best clothes that fit their lifestyle, I ask them different questions about their roles in an indirect way. That's how she told me about her three-month-old baby at home. Body changes after giving birth are normal. I'm not a mother yet but I have many friends and family members who are. Some new moms feel confident right away, while for others, it takes some time before they feel confident with their bodies again.

I proceeded to help her choose other options that she wasn't considering before. After a few minutes, we managed to find many outfits and combinations that looked great on her. I could see her face changed and she was constantly smiling after that.

It made me very happy to be responsible for her positive attitude. Our image is an important form of self-expression and it makes a difference to look and feel good while we accomplish our daily responsibilities.