



Further Education Society

Strengthening Communities





A message from Donna Rapp — FESA Board President

What defines success? Is it exceeding goals, building relationships, engaging communities and changing lives? If this is success, then Further Education Society is a shining example.

This past year, it seemed that every month saw another award announced, program milestone celebrated, or critical government connection forged. The list of collaborations, achievements and accolades was staggering – from the launch and expansion of *Going the Distance* nationally, and the ongoing impact of programs such as *Parenting After Violence* and *Literacy and Parenting Skills (LAPS)*, to community support through the *Read Between the Wines* fundraiser and the *Buffalo Robe Smudging Ceremony*.

My personal association with FESA started years earlier when I worked at an education foundation that issued them a grant. The decision was unanimous as their peers gushed about their innovative work. So, while handling community investment at an energy company, I lobbied for another grant. I knew that was the right decision when I had the privilege of listening to the learners who'd completed their Workplace Learning Circle program. They deeply valued the experience.

Joining the FESA Board was a natural next step. I am continually proud of the fine work being done to advance literacy and learning. I've met diverse partners, government and community members who praise FESA for their unique approach to program development and delivery, and for their integrity. I've witnessed transformative moments while emceeding the Stoney Nakoda Celebration of Indigenous Employment day, and when handing out last year's Learner Award to Judy Everson. At every turn, one theme kept emerging – empowerment.

None of this could happen without talented and hard-working people. FESA's staff epitomize professionalism and dedication. At the helm is FESA founder and executive director Elaine Cairns who everyday raises the bar. I also applaud our Board of Directors, past and present. We said goodbye to Tas Kotadai and Ida Stanley, whose support was immeasurable, and welcomed Jessica Spicer and Deveeda Kumar, who have already made huge contributions.

In early 2018, Board and staff participated in a strategic planning retreat to review FESA's purpose and identify future priorities. The day reinforced everyone's unwavering belief in FESA's vision and mission.

If this coming year is anything like past years, hold onto your hats because it's going to be an exciting and rewarding ride.

Donna Rapp

- President, FESA Board of Directors

“We build
communities
through
literacy and
learning”

Mission:

**Strengthening
communities,
families, and
individuals
through literacy
and learning**

Vision:

**Canada is a literate
and learning society
allowing all to reach
their potential**

2017-2018 Impact

In 2017-2018, we built community capacity by addressing gaps in literacy and essential skills development, and providing free adult and family programs and training!



825 children reached through literacy and parenting programs

23 partner organizations hosting FESA programs in Calgary

89 literacy and parenting programs delivered in Calgary

188 participants for Train the Facilitator Programs

660 participants improved their essential skills

275 Canadian communities engaged with and counting

FESA Learner Story: Bitasta and Idhika

Bitasta and her little girl Idhika joined my Parent Child Mother Goose/Literacy and Parenting Skills program at the Calgary Pregnancy Care Center (CPCC) when Idhika was six months old. Bitasta immigrated to Canada from India with her husband more than two years ago. She gave birth to Idhika soon after she landed in Calgary. Idhika is Bitasta's first child.



Feeling lonely, isolated, and stressed as a new immigrant and a new mom, Bitasta found the Calgary Pregnancy Care Centre nearby where she lived. In the beginning, Idhika was a very quiet and serious

observant in my program. Bitasta was also somewhat reserved in the group, I was concerned about whether they enjoyed the program or not. I told Bitasta "some children are born to be more alert to new environments than others so it may take more time for them to come out of their shells."

Soon Bitasta could memorize most of the songs we sang in the program, and she became more and more active in parenting discussions. However, Idhika still maintained her distance during session time. I could sense that she's listening attentively and observing silently.

Things turned out differently when Idhika was about one year old. She finally seemed to relax and enjoy the program. I observed her increased happiness and engagement in the classroom. Now Idhika is one of the oldest children in my CPCC program. She's confident in following the nursery songs and rhymes and always shows great interests when it is story time. She's even eager to teach other young babies to say an animal's name and make a corresponding animal sound when singing "Old McDonald."

Starting in Spring 2018, Bitasta and Idhika also joined my other programs in the downtown area and maintained great attendance. I was worried whether they would feel bored attending similar program three times a week. However, Bitasta confirmed that her daughter truly enjoys my program. She could see the progress in Idhika's development by attending -- socially, cognitively and linguistically. Bitasta also gained further parenting knowledge through the experiential learning environment the programs created. Most importantly, she made friends with the other moms in the program, and has developed important social supports.

Now Idhika is twenty-three months old. Bitasta and Idhika have maintained a fantastic attendance record. Bitasta has a Bachelor's degree in Business from India, and she hopes one day she will return to her professional field when the time is right. She has also expressed interests in my work and considers facilitating a good employment option for a mom with young children.

By: Beibei Lu

Beibei Lu: Long time FESA Facilitator

For over five years Beibei Lu has been facilitating FESA's Literacy and Parenting Skills (LAPS) and Parent Child Mother Goose (PCMG) programs. We reached out to Beibei and asked her a few questions about her time with FESA.

FESA: What inspired you to become a FESA Facilitator?

Beibei: After I had my second child, fulltime work seemed to not meet with my family needs. However, I didn't want to completely give up my career development. I tried to find a balance between family, children and work.



FESA: What keeps you facilitating for the Further Education Society after all these years?

Beibei: As a mom of two school aged children, I cannot find a better employer like the Further Education Society that provides such a flexible work schedule tailored to my needs. I can completely perform my duties as a mom and in the meantime keep my work continuity. I won't feel my life balanced and fulfilled without this job.

FESA: Why do you think it is important to teach literacy and essential skills?

Beibei: Literacy and essential skills are tied to workplace success and are skills used in everyday life. Parents with high literacy and essential skills are more likely to provide their children a better living and learning environment.

FESA: What is your favorite book?

Beibei: My favorite book to introduce in my program is "Brown Bear, Brown Bear, What Do You See" by Eric Carl. It's a very nice children book that can be used to teach young children animals and colours. Parents and Children can share the reading parts to make reading time fun. For example, the child can read "Brown Bear, Brown Bear, What do you see?" and the parent can read "I see..." and the vice versa. The sentence structures are easy and repeated so that children are able to memorize the entire book through daily repetition in reading it with their parents. There is also a tune for this book that means parents and children can sing the books together.

FESA: How do you think being a parent has influenced how you facilitate?

Beibei: Being a parent, especially an immigrant parent, helps me understand better about my participants' needs and concerns in parenting their children. My own parenting stories add fun to the parenting theories/frame work I deliver in session time and help create an experiential learning environment for participants to feel comfortable to share their parenting experiences to see their increased confidence in parenting skills and their children's physical, social and cognitive development. The laughter and giggles from the innocent children are my favorite memory.



Catherine Visits the FESA Office



On May 28th, we received an email from a local Calgary student named Catherine. She went on to explain that she had been assigned to research and contact a local non-profit organization, and to put together a presentation for her school's Awareness Fair.

We welcomed Catherine and gave her a tour of our office including the training room, and the library.

We provided Catherine with Learning Kits filled with books, activities, and writing tools to present to the class.

After her presentation Catherine thanked us for our support and providing the materials to help with the project.

Catherine made a poster and tri-fold board that had our contact information on it. She displayed pictures of her visit, the Lit Kits and other material we had provided.

Catherine said "the little kids who listened to my presentation loved looking at the items. The information and materials that you provided me, made my presentation better than it ever could've been."

Highlights from 2017-2018

Calgary Herald Christmas Fund 2017

The Further Education Society was one of twelve recipients awarded the 2017 Calgary Herald Christmas Fund. FESA was recognized for our commitment to providing Indigenous programming to vulnerable families in need. We have used the funding to continue to provide our literacy and essential skills programming with partner organizations in Calgary and surrounding areas. On December 17th and 28th, the Calgary Herald featured FESA and our facilitator, Judy Everson.



Buffalo Robe Ceremony

On December 5th, 2017, FESA held a smudging ceremony led by Frank and Darcy Turning Robe. Staff, board members, and guests, gathered outside for the ceremony. The Buffalo robe was cleansed with the smoke the Elders prepared. A Prayer was said to honour the buffalo. The robe is now on display and used for Indigenous programs and special events.

Stoney Nakoda Celebration of Indigenous Employment Event

On December 7th, Stoney Nakoda Resort and Casino hosted the launch of FESA's Going the Distance project with a Celebration of Indigenous Employment. Through the event, information was gathered to understand the success and challenges of Indigenous workers in the hospitality sector. The workers also shared what they believed would benefit other Indigenous employees to strengthen their work in hospitality and tourism.



Read Between the Wines 2018



On June 14th, FESA held its second annual Read Between the Wines Fundraiser at the Lougheed House and Gardens. Donations received at the event were matched up to 50% by Shaw Birdies for Kids, presented by AltaLink in conjunction with Shaw Charity Classic, and help support FESA's Books for Babies/Jumpstart and Parent Child Mother Goose programs. Everyone attending had the opportunity to sample delectable wines from select vendors, enjoy scrumptious appetizers, be inspired by community success stories, listen to our group of speakers, and bid on fantastic auction items.

The speakers at the event included:

- Donna Rapp President of the Board of Directors – FESA
- Elaine Cairns, Executive Director – FESA
- Mr. Graham D. Sucha, MLA – Shaw
- Hon. Dr. Reg Crowshoe, Elder
- Vinnia Van Overdyk, Elder
- Judy Everson, FESA Facilitator

Here's what guests had to say about our event:

"I think it's one of my favorite fundraisers of the year. It's very classy, it's in a very beautiful surrounding and the icing on the cake is that all the money goes to such a great cause."

— Nirmala Naidoo

"It is an amazing event. Great conversations, great wines, great venue, great silent auction, just good overall hospitality, but I have to say, the most empowering thing that I heard was the stories from the Elders who provided a very unique perspective and shared some of the stuff they're doing within FESA that is really contributing to the community."

— Mr. Grant D. Sucha (MLA)

"I am very happy to give out and help support this organization that is doing a good job and helping people in need, to help with literacy and making our community better."

— Brendan Maw



New Beginnings Update

New Beginnings: A Community Response to Parenting After Violence

FESA's New Beginnings model is a holistic, literacy and trauma-informed model that applies a strength-based approach, working with families and communities affected by intergenerational cycles of violence and domestic abuse.

Parents attend free educational programs to strengthen their parenting, literacy, and emotional wellness, and build skills to manage change, understand anger, deal with stress, and manage their finances.

Community workers, trained in the New Beginnings model, will learn how to facilitate using plain language and clear communication, identify clients with low literacy and to facilitate programs using our Parenting After Violence curriculum.

FESA is the proud recipient of the 2018, ABC Life Literacy Canada's Literacy Innovation Award, Top Winner, for the New Beginnings project.

New Beginnings Statistics:

- # of Participants 223
 - # of Children 265
 - # of Participants who filled out an evaluation form 162
 - # of Participants more confident as parents 92%
 - # of Participants who report an increase in essential skills and literacy 95%
 - # of Participants who report an increase in their involvement in child's learning 88%
 - # of Participants who report an increase in parenting skills 80%
 - # of Participants who have increased access to community services and programs 63%
 - # of Participants who have an increased interest in learning 64%
-
- SROI \$4.89 for every dollar spent

Funded by:



PARTICIPANTS

2018 Shaw Birdies for Kids



The Shaw Charity Classic and Shaw Birdies for Kids presented by AltaLink has wrapped up for 2018 and officially raised a record-breaking \$12,357,863 for over 180 participating charities. Further Education Society proudly participated in Shaw Birdies for Kids (BFK) for the fourth year in a row, and congratulates BFK on their great success.

Shaw Birdies for Kids is bigger and better every year. At the Further Education Society, we are privileged to have been a part of BFK since the beginning. Thank you very much, Shaw Birdies for Kids and Alta Link, for your commitment to helping bring FESA's free educational programs and family learnings kits to parents and children.



Going the Distance: Year in Review



Over a year has passed since the Further Education Society of Alberta (FESA) launched the Going the Distance (GD) project back in September 2017. We noticed that many businesses had employment opportunities for Indigenous people, however they wanted a better understanding of the cultural practices, training, and skill development needs of Indigenous employees. To be able to design and implement customized training solutions specifically for Indigenous workers, FESA created and launched the GD project to provide businesses with the ability to address those needs. FESA, along with Indigenous community members, Elders, LES specialists, employers, and employees, are developing a workplace training model that is transferable, replicable, and adaptable to regions across the country.

It has been a busy year launching the GD project. We have started work in many different communities. Our first partnered community was with the Stoney Nation and the Stoney Nakoda Resort and Casino. We held a Celebration of Indigenous Employment with Stoney Nakoda Resort and Casino Staff and Indigenous Elders who delivered messages of hope and strength. Everyone learned more about Indigenous contributions, worldviews, and histories. Employees and Managers were brought together to discuss how to assist Indigenous Employees to be more successful in the workplace. We have completed a needs assessment, essential skills training for management, and launched Conversation Circles led by Elder Buddy Wesley for employees.

We also brought our Indigenous Foundational Learning (IFL) workshop to the Stoney Nakoda Resort and Casino and Grey Eagle Resort and Casino in Calgary. Our holistic, experiential,

strength-based workshop provided strategies for engagement and inclusiveness. Attendees learned how to incorporate Indigenous adult learning principles, understand Indigenous perspectives, and foster a beneficial working relationship with co-workers and employees into their organizations and work environments.

Going the Distance is a national project. After the recommendation of the National Advisory Circle (NAC) to partner with the Ontario Native Women's Association (ONWA) we announced the launch of the project in Ontario, with the Minister of Employment Patty Hajdu. We partnered with ONWA on the launch in order to build interest in the project and showcase our approach to build community capacity to address gaps in Indigenous literacy and essential skills development all throughout Canada.

We are happy to announce that our next step will be to engage with the Saugeen First Nation reserve in Ontario. We have already met incredible people involved in their tourism and hospitality sector, and we look forward to sharing more with everyone as we move forward.

This is only the start of the GD project, and we have much more to come. Follow our newly launched [@FESAGoingtheDistance](#) on Instagram to stay up to date with everything GD related. If you would like to know more about the Going the Distance project or are interested in becoming involved with the GD project, email tdratowany@furthered.ca for more information.

This project is funded by the ESDC—Employment and Social Development Canada.

2017-2018 Board of Directors

Ian Kennedy — President	Sade Auger — Director
Donna Rapp — Vice President	Ida Stanley-Tober — Director
Jenna Truong — Secretary	Alesia Fieldberg — Director
Paul Rowe — Treasurer	Tasneen Kotadai — Director



FESA Community Partners

2017- 2018

- Alcove Recovery Centre
- Aspen Hand in Hand Parent Link Centre
- Aspen Heart of the South
- Brenda House
- Calgary Housing, 87th 4th Ave SW
- Calgary Housing, Falconridge Community Shed
- Calgary John Howard Society
- Calgary Pregnancy Care Centre
- Calgary Remand Centre
- Calgary Mental Health Association (CMHA)
- Calgary Catholic Immigration Society LINC Program
- Calgary Catholic Immigration Society Parent Link Centre
- Cedarbrae School
- Calgary Urban Project Society (CUPS)
- CUPS Acadia House, Heritage Drive SE
- Discovery House
- Immigrant Services Calgary
- Immigrant Services Calgary Mosaic Family Resource Centre
- North East Family Connections
- South East Calgary Community Resource Centre
- Women in Need Society (WINS)
- YWCA Employment Resource Centre
- YWCA Parent Link Centre

Message to Supporters & Partners

The Further Education Society could not do what it does without the help of our partner organizations. In the 2017-2018 year, 23 amazing organizations in Calgary hosted FESA programming and bettered the lives of 1458 family members by hosting our free family literacy, foundational learning, and essential skills programs.

Their continued support and partnership help us address gaps in literacy and essential skills and build stronger individuals, families, and communities through literacy and learning – Thank you.



Community Partner Highlight



Canadian Mental Health Association
Calgary
Mental health for all

Every year the Further Education Society works with hundreds of amazing individuals and organizations to reach as many Canadian learners as possible.

This year, we would like to highlight the Canadian Mental Health Association of Calgary as an outstanding program partner for 2017-2018.

CMHA Calgary's dedication to hosting FESA's Literacy and Parenting Skills, Financial Literacy, and Parenting After Violence programs is inspiring. The programs at CMHA Calgary are fully

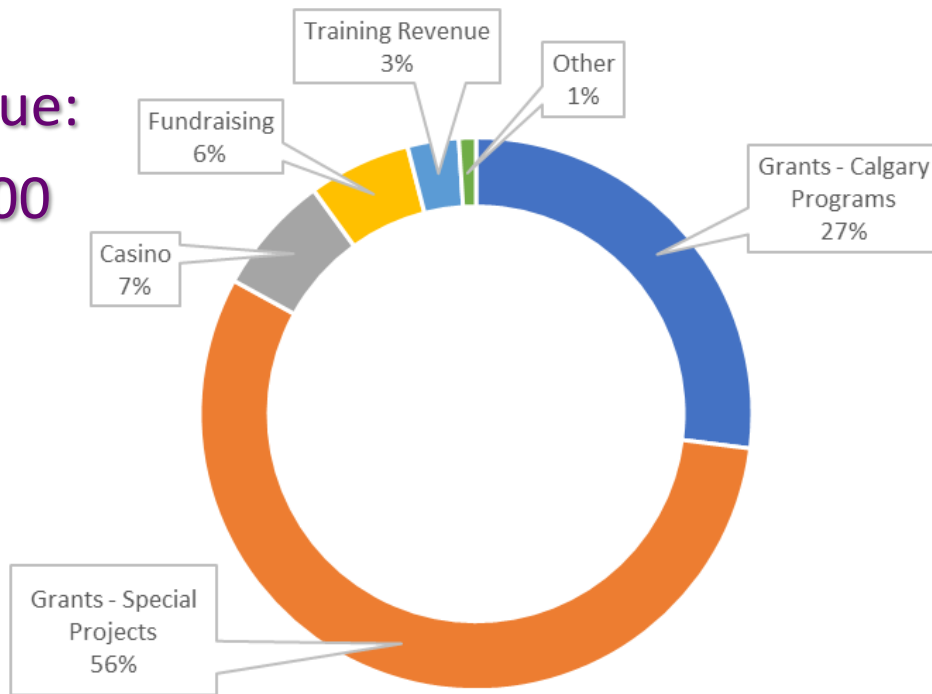
funded by Calgary Learns and are free to participants.

As well as regularly hosting FESA's foundational learning programs, CMHA Calgary has made it easier to access programming through their recoverycollegecalgary.ca website — which launched in 2018. Interested learners can browse all available programs online at their convenience and sign up free of charge.

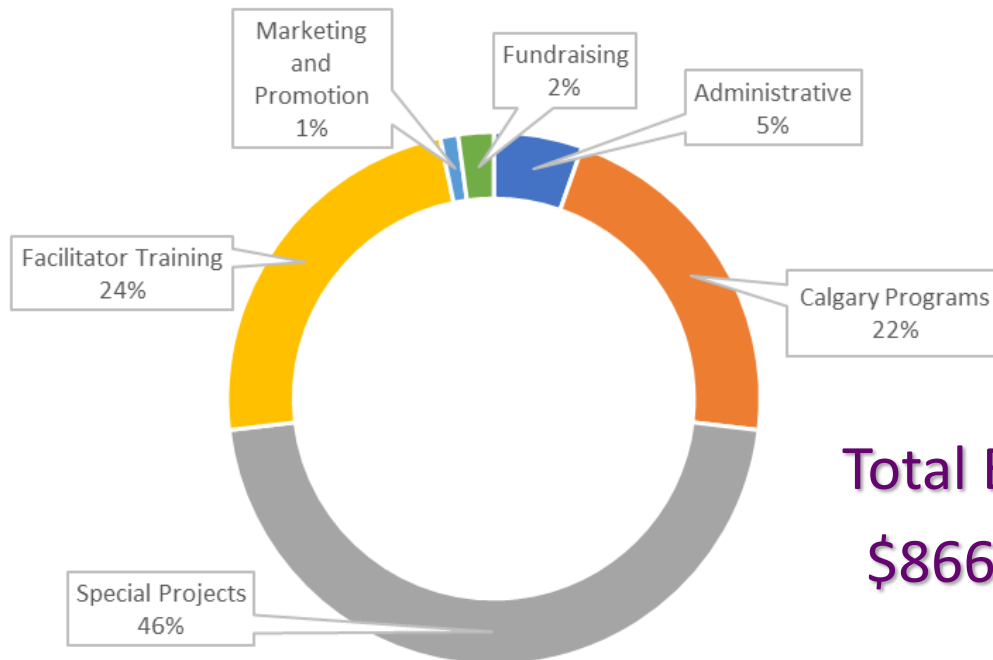
Thank you, Canadian Mental Health Association — Calgary. Your dedication and hard work help us build communities through literacy and learning!

2017—2018 Financials

Total Revenue:
\$869,073.00



- Grants - Calgary Programs
- Casino
- Training Revenue
- Grants - Special Projects
- Fundraising
- Other



Total Expense:
\$866,976.00

- Administrative
- Special Projects
- Marketing and Promotion
- Calgary Programs
- Facilitator Training
- Fundraising

In Memory of Mary Patricia Dam

On Thursday, September 6th, Mary Patricia Dam passed away at the age of 75.

Patricia was born outside of London, England, on February 18th, 1943. She was the eldest daughter of Richard and Mary Scott. After the war, Patricia's family moved to Canada, first to Toronto and eventually to Calgary.

Patricia was an "active advocate for social justice and visual arts for many decades. Patricia's home and heart were open and generous to all. She participated in her community through organized action and through personal generosity. Always grateful for the love and kindness of the people around her, Patricia radiated these back a hundredfold." (Obituary of Mary Dam, calgarycrematorium.com).

Mary, "Pat," was a long time member of the Further Education Society of Alberta. We were deeply saddened when news of her passing reached the office. Pat had worked alongside FESA, initially as an administrative assistant, later moving to the position of Board Director, and remaining as a FESA member until her passing. Her generous, kind spirit will be remembered by all.



“Pat brought passion and dedication to everything she did at FESA and in life” —

**Elaine Cairns
(Executive
Director)**

2017-2018 Donors & Supporters

Thank you to all of our supporters, including those who attended trainings, purchased resources, or who wish to remain anonymous.

We continue to value your support!

- Alberta Theatre Projects
- Alberta Lottery Fund (AGLC)
- Bearspaw Benevolent Foundation
- Beibei Lu
- Brendan Mah
- Brett Jeacle
- Brett Maronda
- Burns Memorial Fund
- Calgary Foundation
- Calgary Learns
- Calgary Stampede
- Calgary Woodturners Guild
- CaVaBien Hair Studio & Day Spa
- Centre For Literacy
- Cherine Hlady
- Clarence Burke
- Community Learning Network
- Copy Repo Inc.
- Costco Wholesale Ltd.
- Dave Poulton
- Dillon Huang
- Donna Rapp
- E Turri
- Elbow Springs
- Elaine Cairns
- Excellence in Literacy Foundation
- Family & Community Support Services (FCSS)
- Gift Fund Canada
- Glenbow Museum
- Government of Alberta
- Government of Canada
- Graham Sucha
- Ian Kennedy
- Janet Hale
- Jenna Truong
- Joanne Good
- John Lovenick
- Josephine Delauretis
- Joshua's Eden
- Kevin Kornelsen
- Laureen MacKenzie
- Lisa MacDonald
- Llyn Strelau
- Matt Chen
- Ninranjan Gautam
- Paul Rowe
- Phillips Partners Inc
- Richard Cairns
- Sade Auger
- Shaw Charity Classic
- Shaw Birdies for Kids presented by AltaLink
- Shaun Desaulniers
- Stoney Nakoda Resort & Casino
- Sue Phillips
- TELUS SPARK
- Theatre Calgary
- The Barber Shop Eau Claire Market
- Tresa Gibson
- Trish Exton
- Vinnia Van Overdyk
- Wendell Business Solutions



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2017-2018



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