



# ANNUAL REPORT 2017-2018

**Airdrie P.O.W.E.R.**

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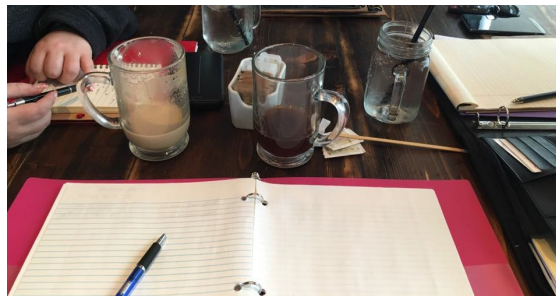
## A MESSAGE FROM THE PRESIDENT

This past year has been a memorable one for Airdrie POWER and I am excited to tell you all about it!

As we work toward our ultimate goal of building a women's shelter in Airdrie, we have also been working on building positive relationships with local agencies and businesses, while raising awareness about domestic violence within the community.

### Operational Highlights

- In April of 2017, Airdrie P.O.W.E.R. was officially registered as a charity by Canada Revenue Agency. Our CRA Charitable Status Number is 74037 8724 RR0001, and we are pleased to be able to provide tax receipts for donations.
- In May of 2017, Airdrie P.O.W.E.R., Angela Pitt - Airdrie MLA, and two Ministers from the Provincial Government (Status of Women, and Seniors and Housing) met to discuss the shelter, domestic violence statistics, and funding sources. Excellent advice was given by the Ministers about capital funding and what is needed. Some of the items discussed:
  - Domestic Violence Statistics - The average number of times a victim of DV will return to the situation before finally getting out for good is 7 times. Some may leave sooner; others may flee many more times before finally making the decision to leave the situation for good. Abusers do everything in their power to keep a victim under their control, and that damage runs deep. The root cause: the damage done by the abuser affects a person's mind, body, and spirit. It is going to take a while for a person to finally feel that they are ready to make that final cut: to leave for good and not go back.
  - Shelters provide a safe haven, some counselling and resources each time that person leaves. That person might go back to the abuser, but each time that person goes to the shelter, that person gains a little more confidence to leave. It's not an overnight fix.
  - Children need to be considered: sending them to Calgary for 3 weeks and completely ripping them away from their school, friends, and supports, does as much damage, if not more, than the abuse itself.
- Our 2<sup>nd</sup> Annual New Year's Eve Gala was a huge success. This year we almost doubled our guest list and we doubled the funds raised at this event. Our final total raised was over \$8000.00.
- I would like to thank all the board members for their hard work and dedication to Airdrie POWER. We also have added a couple new board members this year: Dana and Daria. Welcome, and I look forward to working with you!



## Strategic Highlights

- **Raising awareness about domestic violence within the community:**
  - We recently presented at St. Martin de Porres High School to a class of grade 9 students. The focus of this presentation was to educate the kids on the different ways domestic violence P.O.W.E.R. was asked to come back and present to another grade 9 class in the near future.
  - Airdrie P.O.W.E.R. participated in the Canada Day Parade with the theme of “Peace, Love & Power” in the 60s. This helped raise awareness for Airdrie P.O.W.E.R. and allowed us the chance to greet thousands of people.



- **Providing assistance to women and children leaving domestic violence:**
  - In 2017, we provided 13 hampers to women and children leaving domestic violence.
- **Engaging with the City of Airdrie:**
  - The City of Airdrie has formed a group called the Domestic Violence Community Stakeholders' Group. This group is comprised of single representatives from local support organizations that have come together to create a solid road map to deal with domestic violence in Airdrie. Our main goal is to come up with a way to connect all agencies together to create the best way to help families in need, to ensure we are filling in the gaps, and not duplicating services. We are stronger when we work together. I am very happy to be a part of this major first step to defeating domestic violence in Airdrie as a whole city.



- **Forming partnerships with local agencies** We partnered with many different local businesses and agencies to raise awareness and funds.
  - On March 15 2018, we partnered with Oranj Fitness to host a women's self-defence class. It was so well attended that we ran out of space. We are talking with Oranj Fitness to see about offering this class more in the near future due to its popularity.
  - I met with Reinforth Equine to create a therapy class for women and children who are living with, or who are survivors of domestic violence. We have applied for a government grant to create this program and are awaiting the news if we received the grant to move forward on this program.
  - On October 7<sup>th</sup>, Defeat Depression held its 3<sup>rd</sup> Annual Unmask Mental Health Defeat Depression Walk and Run at Eastlake Park. We are grateful to Mike Loughman, the Organizer, for giving part of the proceeds to Airdrie P.O.W.E.R.
  - Human Kanvas has dedicated Friday the 13<sup>th</sup> as a fundraising day for Airdrie P.O.W.E.R.
  - On August 10<sup>th</sup>, Century Downs Race Track and Casino held a Golf Tournament with all proceeds going to Airdrie P.O.W.E.R. We received a cheque for \$7999.21.



- On July 16<sup>th</sup>, Diamond View Car Wash held its Grand Opening with Airdrie P.O.W.E.R. benefitting from all donations.
- In May of 2017, the Just For Her Market donated proceeds to Airdrie P.O.W.E.R. Throughout the weekend, women worked together on a painting that was presented to us. This painting will be prominently displayed in the shelter when it is built.



## We are grateful to the following organizations for their generous donations:

- Kiwanis Airdrie Foothills Club - \$9500.00
- Airdrie Lioness club - \$5000.00
- Human Kanvas - \$4200.00
- Surrender to Sobriety - \$3675.00



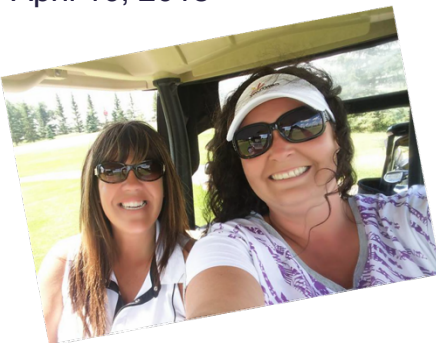
I am so thankful for all of the community and local businesses that have supported us throughout the year. We enjoy working with all of them to help women and children in our community.

## Looking Ahead

Going forward, POWER will be working on the capital plan and campaign for the shelter itself: purchasing land, designing, and building the emergency and second-stage shelter for women and children fleeing domestic violence.

We are building a women's shelter in Airdrie! Who's with us?

Crystal Boys  
President  
April 16, 2018



## OUR PARTNERS

We would not be where we are today without the support of the many businesses and organizations that have partnered with us, and donated to our cause.



**Kiwanis**  
AIRDRIE FOOTHILLS



Human *Kanvas*



**Airdrie**  
Dodge //



**Diamond View**  
**Car Wash**  
Wand Wash • Touchless • Pet Wash

**CENTURY**  
**DOWN**  
Racetrack • Casino



**Ford**  
CAM CLARK FORD  
AIRDRIE

**DENTAL**  
**CHOICE**  
AIRDRIE



**oranji**  
FITNESS

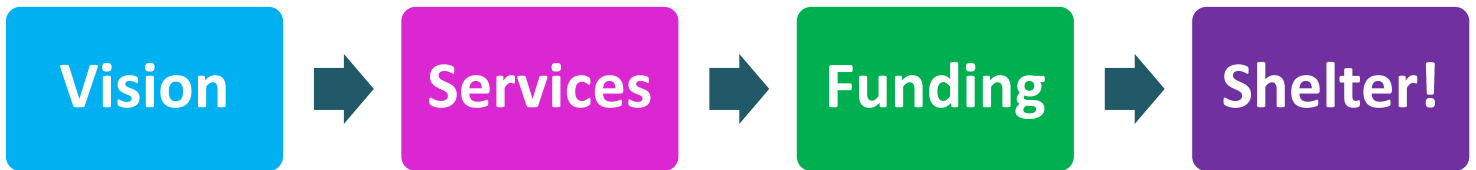


**Home**  
hardware

**FORTIS**  
ALBERTA

# WHAT'S NEXT?

## Our Plan for 2018-2021



**Turning our Dream into a Vision** – Our primary goal is to build a women's shelter in Airdrie, and we will be meeting with all the right people in 2018 to come up with some concept designs! What will the shelter look like? A house? A multi-level building? A ranch? These are just some of the ideas that we will be exploring with community partners, designers and developers!

**Setting up shop now to provide Services** – While we design the shelter, we are seeking office space so that we have a physical location for women to come in, talk to us, find a safe place, and obtain a small hamper of basic hygiene supplies and gift cards.

If you have office space that you would be willing to donate, please contact us at [airdriepower@gmail.com](mailto:airdriepower@gmail.com)! We are also seeking storage space.

**Turning our Vision into a reality through Funding** – Once the design and plans are in place, costs have been worked out, and developers have been recruited, we will be launching our capital campaign. We will be applying for grants from foundations, the Government and corporations; as well as seeking donations and support from individuals and businesses in our community.

**Opening the doors of our brand new Shelter!** We look forward to breaking soil, building, and then opening the doors to the Airdrie P.O.W.E.R. Emergency Women's Shelter and 2<sup>nd</sup> Stage housing by 2021 at the latest!