

# Unlocking *Potential* so all can learn



# Message

## from the BOARD CHAIR

Gerry Meek: Chair

Jeff Peterson: Vice Chair

Greg Michaud: Past Chair

Joey Brunel: Treasurer

Deanna Hansuk: Director

Gordon Goodfellow: Director

Christin Elawny: Director

Munira Jivraj: Director

Richard Maki: Director

Sabrina Rashid: Director

Diane Rennie: Director

Danny Chiarastella: Interim  
Director

Antara Keelor: Interim Director

Jade Lee: Interim Director

Jillian McDonald: Interim  
Director

The coming of an Annual General meeting provides a natural pause moment to both reflect on the achievements of the past year and to look ahead to the adventure which each new year presents in the life of every non profit organization.

In looking back over the past year, there have been many accomplishments and much to celebrate. During this period, several important steps have been taken to move the organization forward. These include: the introduction of a new and more powerful vision statement, the completion of work on a new strategic action plan, the strengthening of financial management processes, the continuing improvement in the financial health of the organization, the completion of work on a new fund development plan while pursuing a stronger leadership role in many emerging initiatives.

In addition, the Board has worked very hard to strengthen and improve its governance processes by building its internal capacities, adding needed skill sets to its membership and developing and introducing new tools to better guide and enhance the direction of the organization.

The achievements of the past year have been many and reflect the hard work and caring efforts of many different hands. In this regard, I would especially acknowledge the vision and compassionate leadership of our CEO, Krista Poole and her dedicated senior staff team of Dr. Anne Price, Nada Jerkovic and Megan Williams. As a group, our entire CanLearn staff team through their dedicated work and effort truly make important things happen.

I would also like to formally acknowledge the much appreciated efforts of our many volunteers, the generosity of our funders, donors and sponsors and the support of our many community partners.

Finally, I would like to thank my fellow Board members for their unfailing encouragement and support and for so generously giving of their time and many talents.

Working together, we do really make a difference in our community and to so many individual lives.

In looking ahead, the environment in which we operate will continue to be a constantly changing one that will bring both new challenges as well exciting new possibilities. To successfully navigate in this environment will require the help of many hands and new friends. Please join us as we continue to work to change lives and discover the difference that you can make to our organization and to our community.



Gerry Meek  
Chairman



Gerry Meek

# Message

from the CEO



## Unlocking Potential

At CanLearn, our new vision is clear, our role is to unlock potential so all residents of the Calgary Region can learn and grow to their fullest potential. Our work for the past 36 years has been focused on helping children, youth and adults with learning, literacy and attention difficulties. Thanks to the efforts of our outstanding staff, medical associates, volunteers and board members, this year we continued to turn lives around. To ensure that CanLearn maintains a high quality of service and programming, we spent time asking clients how we changed their lives and how CanLearn could do this even better in the future.

2014-15 was a time to focus on developing our organization, and building the capacity of our people, by far the most precious resource at CanLearn. Through our support from Social Venture Partners, the board and management developed a one-page strategic plan, recruited highly skilled volunteers and took part in the Fast Pitch program (think Dragon's Den meets Ted Talks).

We looked at new ways of working to ensure costs were controlled and our revenue more predictable. Thanks to enp-AB, Innoweave, and Creating Value, we learned how to turn our fee for service area into a thriving Social Enterprise. We also launched new programs in adult literacy and children's social skills and prepared ourselves to launch our ADHD Coaching services. CanLearn also developed workshops and e-learning opportunities for foundational learning practitioners to develop their knowledge of LD and ADHD.

CanLearn has been honoured to be a convener and backbone for the Calgary Region LD and ADHD Strategy Mapping process. We thank our 18 partners and everyone who attended our Open House to give their feedback on our strategy and actions. Our Calgary Region is growing and changing, and resources are tight. As a sector, we realize that now is the time to work together in shared leadership models to ensure better communication, better navigational supports and improved access for our shared clients. Thanks to the Calgary Foundation, Community Grants for supporting this powerful initiative.

My deepest thanks goes to our staff and board for an outstanding year and their unwavering support. A special thanks to Gerry Meek, Board Chair, for his warm leadership and great sense of humour; and Diane Rennie, Fund Development Chair, for her fearless leadership.

And CanLearn friends, thank you, we had a powerful year at a tough time and know we could not have done it without you! Thank you for your continued support in unlocking potential so all can learn.

*Krista Poole*

Krista Poole, CEO  
CanLearn Society



*Krista Poole with CanLearn Board*

# Uncorking Potential

a new **TWIST ON PGI**



When Peter Gzowski held the first ever Peter Gzowski Invitational (PGI) event and golf tournament, his idea was to bring together some friends, have some fun, and raise money for literacy.

30 years later the PGI continues to be held in every province and territory across Canada. We are proud at CanLearn to be the host agency for the Alberta based PGI. In honor of the 30<sup>th</sup> anniversary PGI Canada presented a special Peter Gzowski Award to an individual in each region who has followed in Peter's footsteps and kept his legacy alive.



*Gerry Meek, Board Chair, Catherine Ford,  
and Alison Jackson, PGI Canada*

**At CanLearn one very deserving representative came to mind... Catherine Ford.** Catherine has been a long-time PGI supporter and Board member of the CanLearn Society. Her influence and touch have been felt in CanLearn's 26 year history with the Gzowski Foundation. Catherine, a former journalist, has always been a champion of literacy. She acted as PGI committee chair, taking the event from its first home at Willow Park Golf and Country Club and helping it to continue to be a successful fundraising event. Thank you Catherine for your dedication to CanLearn and PGI.



*Prosser Foundation's Tracy Beairsto and Krista*

In 2010, due to drastic Provincial cuts, our Learning Starts at Home Program almost went under. The Prosser Foundation stepped in and saved the day. They even helped us to secure matched funding.

**Kathy and Eric Prosser continue to be strong core supporters, awarding them the PGI Award lets us say thank you for their ongoing generosity and support.**



## Learner Award

Congratulations to our PGI Learner Award recipient. Crystal-Jade Glenn has been a Bow Valley College student for two years.

During her upgrading, she demonstrated tremendous growth as a student and a writer in her English classes. Both her accommodations for learning support and her devotion to her studies helped her overcome some major academic hurdles.

She is a positive force amongst those she encounters, always smiling and portraying a cheerful attitude. She has moved onto BVC's Early Learning and Childhood program so that she can one day achieve her dream of opening up a play and learn facility.

Awarding Crystal-Jade this honor allows CanLearn to highlight the educational system working the way it is supposed to: a student gets the support she needs to become successful and then gives back by touching the lives of children.



*Tasha Nott (nominator), Crystal-Jade Glenn, and Krista Poole*

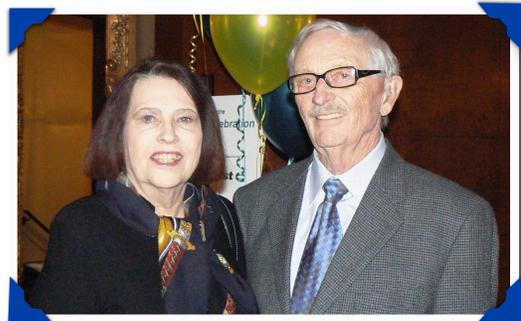


*Thank you to the Uncorking Potential Chairs  
Diane Rennie and Antara Keelor*



## In Memory of Joe Hlavay

It is with great sadness that we announce the passing of Joe Hlavay. Joe and his wife Sally made PGIs possible for over 20 years by hosting at the Willow Park Golf Course.



*Joe and Sally Hlavay - PGI 2009*

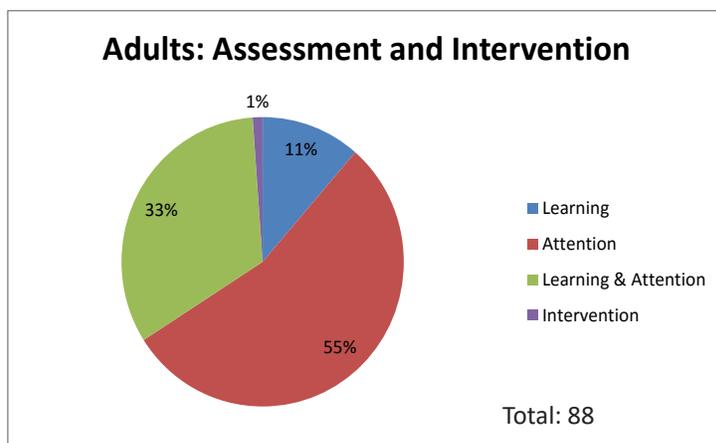
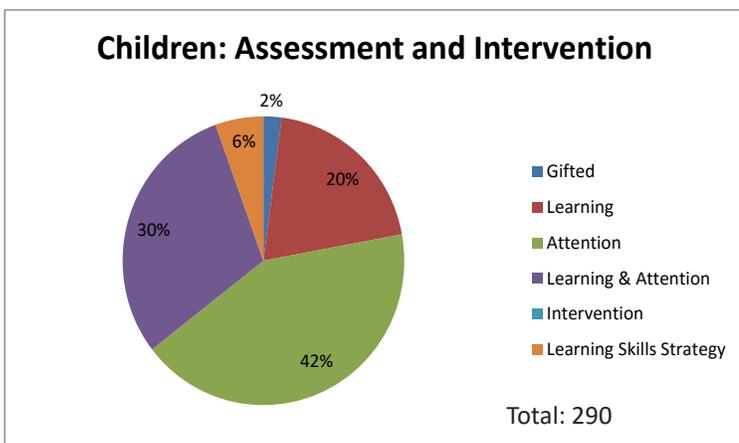
# Unlocking Potential

## CanLearn CLINICAL SERVICES

Clinical Services include assessments and interventions for individuals with learning and/or attention difficulties.

The services are:

- Strength based and build the resilience of individuals and their families
- Provided by a team with expertise in understanding learning disabilities and ADHD
- Provided across the lifespan (age 5 and up – with no gap from youth to adult services)
- Built on evidence-based best practices



An evaluation of assessment services was initiated in the summer of 2015. Phone surveys with clients indicated that the services “unlocked potential” in several ways:

- 90% reported that the assessment process was helpful.
- 93% had increased awareness and knowledge about their own, or their child’s learning strengths and challenges.
- 86% were better able to cope with everyday challenges.



# WELCOME TO ATTENTION CLINIC!

For over 25 years our Clinic has been providing a multi-disciplinary approach to the treatment of ADHD. The families that come to our Clinic work with a physician and psychologists to determine the best treatment plan to cope with their attention difficulties. Clients can explore if medication is a good fit for them and develop strategies to help better manage their attention difficulties at home and at school.



## Meet Ryder... Finding the right diagnosis is key to success!

By Christmas of his grade 3 year, Ryder's parents and teachers were very concerned about his lack of progress in school. He had received speech, language and literacy help but continued to struggle to understand concepts, follow directions and complete work. A psycho-educational

assessment did not indicate a learning disability. Both

Ryder and his parents were feeling frustrated because they knew something was standing in the way of his success. Ryder and his family worked with an Attention Clinic team (pediatrician and psychologist) who diagnosed ADHD. Ryder's parents were given strategies to support him at home around organization, routine and behaviour management. Thanks to a positive response to medication, Ryder's focus improved and he started experiencing success at school. A year later, Ryder loves school and is doing well. He has closed the gap and is keeping up with his classmates. His hockey coach reported that he was no longer the last one to get changed before or after the game and he hasn't lost any clothing yet this year!

**And we don't just work with kids! For the past 15 years, we have also worked with adults. We are pleased to have a psychiatrist on our team who can work with our psychologists to help adults whose attention difficulties are having a negative impact on them at work, in their studies, or in their relationships.**



## Meet Celia... It's never too late to get help!

At 53 Celia referred herself for an attention assessment after both her adult children were diagnosed with ADHD. All her life Celia had struggled with task completion, efficiency, organizational issues, and forgetfulness. Given the strong hereditary component of ADHD, her family encouraged her to pursue an assessment. After a thorough assessment

process, including meetings with the psychologists and

physicians at CanLearn, a diagnosis of ADHD was confirmed and Celia chose to participate in a medication trial. She immediately noticed improvements in her focus, clarity of mind, task initiation, task completion, and reduced anxiety. In her own words, "I am now in a place again that feels normal and am enjoying that very much."

**We can help...  
Our Vision  
is Unlocking  
potential so all  
can learn!**

## Our Challenges

Individuals with learning and attention difficulties are significantly:

- More likely to have literacy challenges
- More likely to have mental health problems
- More likely to drop out of school
- More likely to have employment challenges
- More likely to be involved with the criminal justice system

**We see life  
changing results  
everyday and we  
can help achieve  
learning success**

"Feeling your love and support in a difficult journey, I feel like we are better equipped to have success in our son's future. Thank you so much, no words can say how grateful we are."

*CanLearn Client*

# Unlocking Potential

## Our GROUPS

### Self-regulation Group



The ability to self-regulate is essential for positive emotional, social, and academic growth. Through the use of engaging activities, children in this group learn tools for improving executive functions, frustration tolerance, and positive communication. Children and their parents learn strategies for staying calm, focused, and alert which promotes resilience and healthy development.

**6 sessions serving 28 children.**

### CanLearn Friends



For many children, especially those with learning disabilities or ADHD, interacting and socializing with peers can be a struggle. The CanLearn Friends program provides youth, grades 4 to 6, with an opportunity to learn and practice skills such as communication, problem solving, and dealing positively with their emotions.

**4 sessions serving 56 children.**

### More Than Just Making Lists



An intensive 'Social Cognitive Behavioural Intervention' program that helps adults with ADHD develop practical skills to improve and deal with disorganization, procrastination, impulsivity, forgetfulness, emotional functioning, distractibility, mindfulness, and self-awareness.

**1 session serving 9 adults.**

We want to start with a big thank you to the Alberta Children's Hospital Foundation and the Owerko Family Fund for Brain Health. Their support has allowed the ADHD Families website to continue to add resources and look at innovative ways to provide information to families living with ADHD. This project is:

- working with ADHD students to provide strategies and assistive tech information
- working to provide vetted ADHD information in other languages
- providing a blog on both the ADHD Families site and the CanLearn Society site
- starting ADHD Coach training in order to better serve our clients



“CanLearn Friends is having a positive impact on many of the students. Teachers are commenting that they are very pleased with the changes they have seen in their students.”

— CBE Principal



**86%** of children reported enjoying the activities.

**100%** of clients reported trying strategies at home related to emotions and calming.

**93%** of clients found the calming strategies helpful.

“The group was super helpful in giving us a very practical approach to help our children in fun and memorable ways.”

— A Happy Parent

## Kudos from the kids in the Group:

“I had no friends, but CanLearn changed that.” They taught me how to improve on making friends and how to keep them.”

“When I got upset after losing my pencil, breathing REALLY helped.”

“My favourite thing about the group was learning strategies I can use at school.”

## What Group members have to say:

“The group presented an opportunity to receive other’s perspectives and in turn that caused me to be much more introspective than I have ever been.”

“This was a very positive experience.”

“Group discussion provided the opportunity to talk about anything and everything about ADHD experiences.”



“I have been using my phone for reminders and I’m finding it very helpful and beneficial to stay on task and get everything in on time. I have also written down all my assignments and jotting notes down. I have taken breaks in between homework but have not tried classical music yet. I have gone in for help and I am seeing it really improving my grade!”

— A Happy Strategies Client

## Evan’s Story

Evan is a 9 year in foster care. He has had a tough and traumatic life including being separated from his closet bond, his brother. At school and home Evan exhibited challenging behaviors, including extreme withdrawal and irritability. Evan’s teachers selected him for the CanLearn Friends program to help him deal with his emotions, learn friendship skills and increase his self-confidence. It was hard for Evan in the beginning. He had a tough time transitioning from class to group; he needed the support of his aid and refused to be a part of the activities. However the CanLearn facilitators could tell Evan was listening and slowly but surely he started to come out of his shell at first just talking to the other kids and finally doing a role play exercise with a peer partner in front of the entire group. Evan’s teachers saw improvements in his interactions in the classroom and at home. His foster parents reported that Evan was calmer and using the strategies learned in group to control his anger.

# Unlocking Potential

## through LITERACY



“The Share the Magic program went beyond just storytelling to preschoolers; it helped to enhance the knowledge and skills of the childcare workers as well as to build the love of reading and learning in children. Since the children in CIWA’s SMILES program are immigrant children whose first language is not English, the strategies presented in the program also helped childcare workers learn how to encourage English language development.”

— Maria MacMinn Varvos, Manager,  
Language Training and Childcare Development, CIWA

**Helping childcare workers learn how to use the core story of brain development to support young children’s early literacy.**

How it works... Our skilled volunteers facilitate five story times with children.

**Why 5 times?** Children learn through repetition and the best way to forge new connections in the brain is by building on something already learned.

**13** childcare workers and **150** pre-schoolers participated in the new project.

**Redesigned!**



**Working with families at home to encourage early learning, understand child development, and make community connections.**

**78** families – **111** children participated.

**85%** of children demonstrate age appropriate early literacy skills.

**75%** of parents increase their knowledge of childhood development.



**Building parents capacity to support their children’s readiness for school and consider their own learning needs and opportunities.**

**128** families – **203** children participated.

**87%** of children demonstrate age appropriate early literacy skills.

**70%** of parents plan to participate in adult learning programs in the next 5 years.



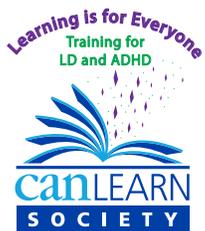


## VISIONARY GOALS

- Every child enters school ready to succeed.
- Every child reads proficiently by the time they reach grade 3.
- Every parent/caregiver has the knowledge and resources to support learning where it starts: at home.

### Did you know?

Magic Carpet Ride (MCR) is a provincially recognized family literacy program model. MCR programs run in several communities in Alberta.



#### Training for Literacy Practitioners

We helped literacy practitioners learn to facilitate family literacy programs and develop their awareness of learning disabilities and their impact on adult foundational learners.

LIFE: Learning is for Everyone Training - **23** participants.

Family Literacy Training - **84** participants.



#### Helping struggling readers in grades 1 and 2.

**50** children and **7** parents participated in the program.

**85%** improved their motivation, confidence, and skills.



#### Building the literacy and life skills of adult learners.

In collaboration with the Sunrise Community Link we developed an adult foundational learning program. The project took a unique and innovative approach involving a Learner Advisory Committee to develop the curriculum.

Taking Charge launched in September 2015 and we look forward to sharing its successes!

## Mia's Story

Mia is originally from China and came to Canada in 2007 with her husband. They welcomed their son, Paul, to the family in 2011. Without her family and friends, her husband at work every day, and with limited English Mia felt very lonely and isolated.

Mia knew she wanted Paul to learn English, but preschool costs and her lack of confidence held her back. Mia found out about CanLearn's Magic Carpet Ride program after receiving a flyer in her mailbox. She discussed the program with her husband and decided to join. Now there is no stopping Mia and Paul!

Here is what Mia has to say about the Magic Carpet Ride program: "It was so much fun... I learned that my son did not need expensive toys and that I can use what I already have in my home to help him learn. The activities were easy to follow, and the teacher was supportive and encouraged me to participate. This is how my English speaking skills improved. I met other mothers and I made friends. Magic Carpet has become a very important part of our lives and helped my son get ready for school. I like it when I see Paul learning at home. What I love the most is when we read bedtime stories together."

Mia has been inspired to pursue her own learning. She wants to become a nurse.



Joey Brunel  
John MacInnis  
Johnny Rockets Car Wash Inc.  
Judy Prime  
June Diment  
J. W. McConnell Family Foundation  
(Innoweave)  
Kathy Griffin  
Kayla Gaudet  
Kelly Hyde  
Kensington Clinic  
Kim Forand  
Kinder Morgan Foundation  
Kinsmen Club of Calgary  
Kjetil Aarflot  
Krista Poole  
Larry Mackillop  
Laura Woods  
Learning Disabilities Association of Alberta  
Leave a Legacy  
Liam and Sara Hodgins  
Libby Alger  
Lily Ching  
Linda Johnson, MLA  
Linda Leinweber  
Linda Whitworth  
Lisa Petermann  
Lisa Poole  
Lori and Jonathan Paine  
Lori Michelini  
Louise Griep  
Lululemon Athletica  
M.A. Clark  
Margaret Kemp  
Maribeth Janikowski  
Marilyn and Dave Martin  
Marilyn Kaiser  
Mark Dias  
Mary Stanik  
Masuch Albert LLP  
Matt Helmer  
McCarthy Tetrault LLP  
McLeod Law LLP  
Megan Williams  
Michael Esser  
Millennium Dental Douglas Glen  
Minaz Lalani  
Mobile Sounds  
Moez Lakhani  
Momentum  
Monahan Management Inc.  
Monique Chenier  
Mount Royal University  
Nancy P. Farries  
Nathalie Boisvert Image Artist and  
Photography  
Nexen Energy ULC  
Nora Johancsik - In Memory of Mr. Ted  
Cooke  
Noreen Pitman  
Norm Ross

Office of the Mayor  
Old Dutch Foods  
Pamela Janzen  
Patricia Caldwell  
Patricia Ingis  
Patrick Fitzpatrick  
Peace Hills Insurance  
Peter Bertels  
Peter Thorpe  
Peter Gzowski Foundation for Literacy  
Philips and Associates Inc.  
Pirie Foundation  
Prairie Merchant Corporation  
PricewaterhouseCoopers Canada  
Foundation  
Purdue Pharma  
Rachel Simunkovic  
Raghavji Corporation  
Randy Moore  
Rasma Muiznieks  
Ray Mills  
RBC Foundation  
RCAP Leasing  
Renee Buchwald  
Riaz Mamdani  
Rick's Auction Galleries  
RMP Energy Inc.  
Robert and Pamella Simpson  
Robert Hildebrandt  
Roberta Lust  
Russ Gilroy  
Russell Kane  
Sage Bistro and Wine Lounge  
SAIT Polytechnic  
Sally O'Rourke  
Sam Manjula  
Sandy Ireland  
Scott Land and Leasing  
Scotia McLeod  
Sharon Hudspeth  
Shaw Charity Classic Birdies for Kids  
Shaw Communications Inc.  
Sheraton Eau Claire  
Shiraz Ali Corporation Ltd.  
Shire Pharma Canada  
Shirley Goodfellow  
Silver Springs Golf and Country Club  
Siwel Chen  
Social Venture Partners Calgary  
Spolumbo's Fine Food and Deli  
SportBox Entertainment Group  
Spruce Meadow  
Starbucks Coffee Company  
Stone Creek Resorts  
Talisman Energy Inc.  
TD Canada Trust  
Ted Johnston  
Terry Coles  
The Banff Centre  
The Calgary Foundation  
The Calgary Minerva Fundraising

Foundation  
The Committee of 10,000 - Students' Union,  
University of Calgary  
The Fairmont Château Whistler  
The Moffat Family Fund at the  
Calgary Foundation  
The Mount Royal University Foundation  
The Nosegay Inc.  
The Prosser Charitable Foundation  
Theatre Calgary  
Theresa Peters  
Tina Parsons  
Todd Williams  
Tomali Pictures Ltd.  
Torie Gusa  
Trevor Harley  
Trevor Jones  
Trico Charitable Foundation (enp-ab)  
United Way of Calgary Donor Choice  
Ursula Gardynik  
Valerie Orr  
Van Ginkel Art Gallery  
Vera Goodman  
Vicki Miller  
W. Brett Wilson  
Western Management Consultants  
William Mackenzie Rogers  
Willow Park Golf and Country Club  
Willow Park Men's Committee - Donation on  
behalf of Barry Dorin  
Wordfest

**Thank you to all our Scotiabank  
Marathon donors and runners.  
Thank you to all who donated through  
the Benevity Community Impact Fund.**

*Kinsmen Golf Team*



*The Pattersons and the Goodfellows*



# OUR FINANCIALS

CanLearn is pleased to present our financials reflecting a position of strength and stability with a surplus to see us into the future.

## Statement of Financial Position

2015

2014  
(Reclassified)

### ASSETS

#### Current

Cash	84,298	0
Restricted cash	229,657	168,161
Accounts receivable	26,146	35,251
Goods and Services tax recoverable	3,732	6,044
Prepaid expenses	17,170	18,845

**361,003**                      **228,301**

#### Endowment Fund Investments

355,735                      441,604

#### Property and Equipment

38,941                      60,298

**755,679**                      **730,203**

### LIABILITIES and NET ASSETS

#### Current

Bank indebtedness	0	4,753
Accounts payable and accruals	36,914	20,543
Deferred contributions - related to operations	270,144	210,772
Deferred contributions related to property and equipment	23,673	33,393

**330,731**                      **269,461**

#### Net Assets

Invested in property and equipment	15,268	26,905
Endowment fund	355,735	441,604
Internally restricted funds	50,000	-
Unrestricted	3,945	(7,767)

**424,948**                      **460,742**

**755,679**                      **730,203**

## Statement of Revenues and Expenditures

### REVENUE

Fees for service and clinical program funding	626,741	497,966
Family Literacy programs	264,345	306,519
Special projects	116,552	178,961
Contributed goods and services	93,754	168,288
PGI golf tournament	86,422	82,418
Capacity building	62,500	15,000
Casino	40,000	-
Investment income	35,538	32,581
Donations	33,673	84,971
Fundraising events	18,659	9,143
Amortization of deferred contributions related to property and equipment	9,720	9,865

**1,387,904**                      **1,385,712**

### EXPENSES

Salaries and wages	682,192	738,429
Sub-contracts	243,144	171,330
Gifts in kind	91,285	59,469
Projects	81,988	54,032
Rental	58,366	93,064
Office	42,142	49,994
Fundraising	38,736	42,110
Amortization	21,357	22,256
Travel	21,254	13,251
Professional fees	20,315	12,290
Interest and bank charges	14,961	15,845
Insurance	9,029	13,073
Advertising and promotion	7,854	7,070
Board Expense	3,236	1,541
Bad debts	1,970	1,518

**1,337,829**                      **1,295,272**

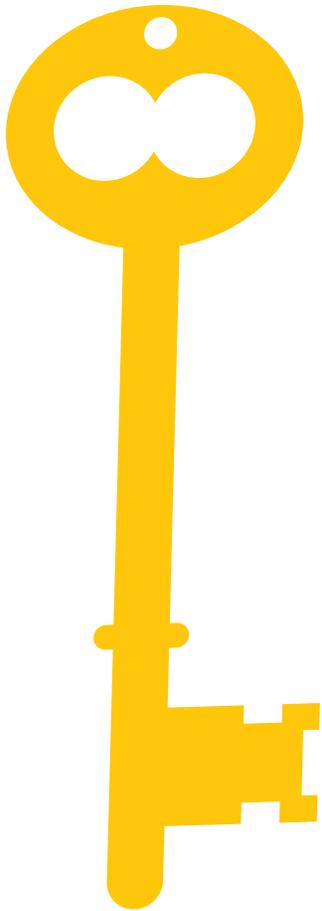
### Excess of revenue over expenses

**50,075**                      **90,440**

This information has been summarized from the 2014/15 audited financial statement. For a complete copy please contact the CanLearn Society.

# CanLearn

## by NUMBERS



100 Volunteers  
= 2000  
Hours of Support

Over  
\$100,000  
raised for  
Financial  
Assistance

70 people  
accessed  
our financial  
assistance  
fund

315 lives  
changed  
through  
assessments

614 kids lives  
improved  
through  
our literacy  
programs

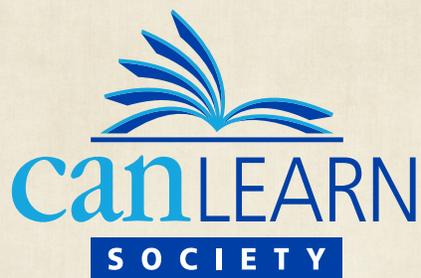
6000 +  
resources  
online to  
help with  
learning and  
attention

84 students  
unlocked  
their potential  
through our  
groups

ADHD  
Families  
website —  
over 2267  
visitors

500+  
donors and  
supporters

# Unlocking *Potential*



*Formerly Calgary Learning Centre*

