



40 Years

canLEARN  
SOCIETY

Celebrating  
40 YEARS

The graphic features the number '40' in large, white, 3D-style font, with 'Years' in a smaller, white, sans-serif font. The numbers are surrounded by a large, circular cloud of multi-colored confetti. To the right of the '40' is the CanLearn Society logo, which includes a red heart shape containing the text 'Celebrating 40 YEARS' and a blue book icon. Below the logo is the text 'canLEARN SOCIETY' in blue and white.

*unlocking potential  
so all can learn*

# Financials

| <b>Statement of Financial Position</b>                                   | <b>2019</b>      | <b>2018</b>      |
|--|------------------|------------------|
| <b>Current Assets</b>  | <b>840,842</b>   | <b>669,888</b>   |
| <b>Liabilities</b>   | <b>594,863</b>   | <b>417,285</b>   |
| <b>Net Assets</b>  |                  |                  |
| Endowment fund   | 580,724          | 470,000          |
| Internally restricted funds  | 130,404          | 130,404          |
| Unrestricted   | 120,231          | 134,344          |
| <b>Total</b>   | <b>831,359</b>   | <b>734,748</b>   |
| <b>Total Net Assets and Liabilities</b>                                  | <b>1,426,222</b> | <b>1,152,033</b> |
| <b>Statement of Operations</b>   | <b>2019</b>      | <b>2018</b>      |
| <b>REVENUE</b>   |                  |                  |
| Fees for service and clinical program funding                            | 894,990          | 825,952          |
| Literacy programs  | 470,887          | 505,831          |
| Special projects   | 8,000            | 50,278           |
| Fundraising, events, donations and gifts in kind                         | 130,494          | 123,403          |
| Capacity building  | 122,953          | 73,584           |
| Casino   | 67,310           | 141,761          |
| Investments and other  | 63,058           | 49,821           |
| Amortization of deferred contributions related to property and equipment | 6,419            | 10,899           |
| <b>Total</b>   | <b>1,764,111</b> | <b>1,781,529</b> |
| <b>EXPENSES</b>  |                  |                  |
| Salaries, wages and sub-contractors                                      | 1,394,493        | 1,317,567        |
| Gifts in kind and fundraising  | 64,452           | 37,487           |
| Projects   | 37,892           | 57,674           |
| Office administration  | 233,340          | 251,487          |
| Amortization   | 6,419            | 12,072           |
| <b>Total</b>   | <b>1,736,596</b> | <b>1,676,287</b> |
| Change in fair value of endowment fund investments                       | (41,628)         | (8,760)          |
| <b>Excess of Revenue Over Expenses</b>                                   | <b>(14,113)</b>  | <b>96,482</b>    |

## Thank you to CanLearn's major donors, funders and sponsors

ACH Foundation • Alberta Government • Anonymous Donor • Birdies for Kids • Calgary Foundation • Calgary Learns • Calgary Flames Foundation • CanLearn Board of Directors • FCSS Calgary • Jack and Louise Lee • Kinsmen Club of Calgary • Lauren Mayell; Strive to Thrive • Nickle Foundation • Peter Gzowski Foundation • Prosser Charitable Foundation • Rotary Club West • Scotiabank Marathon Donors • TD Bank

# Chair and CEO Message

Congratulations to the CanLearn Family on 40 years of changing lives through learning. This year we celebrated and reflected on CanLearn's many achievements with so many of you. At our annual PGI event, we had the chance to recognize and thank our founder, Dr. Neil Hutton. We also had the pleasure of hearing Dr. Marilyn Samuels, our first Executive Director, tell us how it all began. We owe our deepest gratitude to Neil, and Marilyn, as well as our founding partners and staff for their vision of making learning accessible to all. We are happy to report that the strong foundation you laid for us remains. CanLearn is still going strong 40 years later!



Our success comes from our dedicated Board and volunteers, longstanding staff, trailblazers, generous donors and our deep and lasting partnerships with associations like the Kinsmen Club of Calgary and the LD & ADHD Network of Calgary Region. In this report and on our new website ([www.canlearnsociety.ca](http://www.canlearnsociety.ca)), you will see the impact on our learners and the ripple effect of our work, as many of these people's stories come to life.

CanLearn is a charity that helps individuals and families with literacy, learning and attention.

As 2019 draws to a close, we would like to thank all of you for your part in CanLearn's success. As we go into leaner times for education in Calgary and Alberta, it is vital to remember that learning changes lives. True access to education is one of the most important things we can provide to our citizens to ensure that they can live a life of purpose. It means the world to us knowing we have strong, innovative and generous CanLearn supporters right at our side. Here's to the next 40 years!

We wish all of you a world of unlocked potential.



Danny Chiarasella  
Board Chair



Krista Poole  
CEO



Marilyn Samuels and Founding Partners



CanLearn Founder  
Dr. Neil Hutton

## CanLearn Board

- Danny Chiarastella **Chair**
- Deanna Shymkiw Yeo **Treasurer**
- Jenn Murray- Secretary
- Amber Boyd
- Lisa Chen
- Christin Elawny
- Linda Johnson
- Sally Mansour
- Barry Sinclair
- Helen Squance
- Alanna Wall
- Lisa Wise



# Clinical Impact

**317 Assessments** – Psycho-educational, ADHD, Autism, Gifted

**512 Clients served**

**95%**

Of clients report a **positive experience** at CanLearn

**95 Attention Clinic Clients**

**60 children**

**35 adults**



Dr. Heather Baker, R. Psych., Director of Clinical Services. Heather joined CanLearn in September 2018.



**206** students learned strategies to improve their social-emotional well-being.



**88%** of parents and teachers saw improved communication skills and **84%** report an

increase in confidence and self-esteem.

“I have seen a great improvement in my child. He doesn’t let his anger get to him, as he has the tools he’s learned to get him through the issue. Homelife is so much more pleasant.”

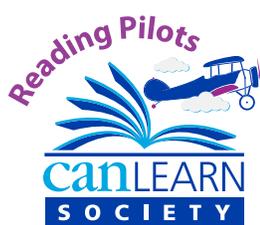
*CanLearn Friends Parent*



**20** adults with ADHD learned skills to become more productive, organized and in control. It also allowed them to connect with others with ADHD.

“Thanks for offering this program! It was amazing. I loved the supportive environment and all of the helpful and practical tools. I would highly recommend it!”

*More Than Just Making Lists Participant*



**15** Struggling readers learned strategies to improve their reading and develop the confidence that helped them discover the joy in reading.

“At the beginning of Grade 2, my boys were reading at a kindergarten level. We enrolled them in the winter session of Reading Pilots. By the end of Grade 2 their reading levels were nearly at grade level.”

*Father of some of our Reading Pilots*

“My daughter is always so excited to come to Reading Pilots”

*Mother of a Reading Pilot*



This program helped **35** children and their parents to build self-regulation skills in a fun, positive and caring setting.

“This is an amazing opportunity for those who could use a bit of encouragement. I saw a positive difference in our child.”

*Calm Kids, Happy Families Parent*

“It was great to know others/parents have the same struggles we do.”

*Calm Kids, Happy Families Parent*

“We learned many ways of dealing with and identifying negative and angry emotions.”

*Calm Kids, Happy Families Parent*

# Success Story

In recent years, my life has been in a major “reshuffle mode,” including time off work, ongoing struggles with anxiety and depression, and significantly, a diagnosis of Adult ADHD. As part of my adventure down the road to wellness, I attended ADHD coaching at the CanLearn Society. My coach and I had a discussion of the critical need for those with ADHD to get regular exercise. When I was able to participate in the TransRockies Classic mountain bike race, I knew I wanted to give back; to help others who may be struggling as I have. So, I used my participation in the event to raise funds and awareness for a good cause: The CanLearn Society! My goal is to raise \$1000.00 for the CanLearn Society. I was able to raise \$1700 to assist CanLearn in offering their excellent programs and services. They have done so much for me, and for many, many others who face challenges to their learning.



*With humble and heartfelt thanks, Luke Sandham*

## Financial Assistance Fund

# \$108,000

The **Financial Assistance Fund** allowed CanLearn to provide assessment services, ADHD coaching and group interventions to financially vulnerable clients.

## 66

Clients received subsidized clinical services and programs – **31** children and **35** adults.

## 36.25

Hours of **pro bono** work by clinicians and practicum students.



TransRockies Classic



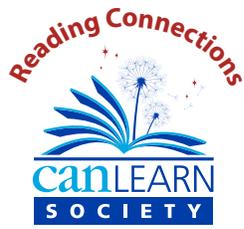
ADHD Coaching is an evidence-based method that can create and manage change. **138** children, families and adults worked with an ADHD coach to set goals and make changes that allowed them to thrive.

“I wanted to find a passion and purpose for my life/work moving forward and I was highly successful with my Coach in developing that plan to move forward. Very stoked.”

*ADHD Coaching Client*

# Literacy Impact

## Programs for Adults and Families



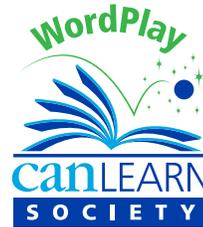
## Programs for Children



**Coming Soon**

**P4L**

Youth Literacy Program



**319**

adult learners participated in our literacy programs

**286**

children between the ages of 2 and 8 participated in our literacy programs

## Outcomes

**84%** of adult learners involved in these programs improved their literacy skills.

**95%** of adult learners involved in these programs feel more confident about their learning.

**92%** of adult learners involved in these programs feel they can use what they learned in their everyday life.

**593**

children between the ages of 3 and 7

**475**

books distributed

**255**

volunteer hours

## Outcomes

**95%** of childcare workers plan to use **Share the Magic's** approach to build children's literacy skills.

**85%** of children in **WordPlay** read better and are more enthusiastic about learning to read.

# Success Stories

When I first went to **Magic Carpet** with my son Shawn, I didn't have much confidence and didn't want to talk with other moms. Shawn was often a handful, I could not get him to bed, and it was a nightmare. Sometimes he would be up to midnight and was tired and miserable in Magic Carpet Ride the next day. "Janice", the program facilitator, asked me if Shawn had a routine before bed. He didn't. She suggested getting him in a routine that included a bath, supper and then bed and a story. It all sounds simple, but the thing was I was never a very good reader, so I never had books for him. I shared this with Janice, and she thought that she could help me. It was magic.

Janice was really nice. She never put pressure on me to do anything I didn't want, but each week she would encourage me to read stories with Shawn. After a few months in Magic Carpet, I felt much better about my reading. At night, I would read to Shawn before bed, and he knew that when he got his story, it was sleep time. And it worked. He now gets a story and goes to bed until morning. But this is not all! Janice thought that my reading had come such a long way that I could volunteer to do storytime with other children and parents in Magic Carpet. I was very nervous, but when I did it the first time, it was brilliant. I was so proud of myself. I would have never done that before!

*Cheryl, Magic Carpet Ride Participant*

Chris has been unemployed for several years and was referred to CanLearn by Alberta Works. He enrolled in the **Taking Charge** program to build self-determination skills needed for further learning and improving his literacy. Chris went on to enroll in the Academic Upgrading Program at Bow Valley College to complete high school. Chris is very persistent and has an excellent attitude toward learning.

## Carolyn Meier Helping Hand Award



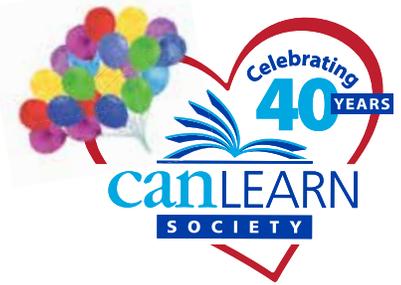
**Share the Magic volunteers** were the recipients of the Carolyn Meier Helping Hand Award in December 2018. The long-standing dedicated volunteers of Share the Magic visit daycares and preschools to read stories and teach staff about early brain development and literacy.

Thank you to all volunteers over the past 16 years!



Anne Price and Carolyn Patterson

# Highlights From the Year



Oh Henry!  
Congratulations to CanLearn on 40 years of changing lives.  
Over 50 friends joined us as we celebrated in February.



CanLearn staff and board participated in the Scotiabank Charity Challenge. Donations matched by Birdies for Kids.



CanLearn participated in the Cowboys Rib Cook-off. Thanks to Chef Alli from **Mikey's on 12<sup>th</sup>**, we won an award!



The PGI Learner Award was presented to Ayan Ahmed-Aden by Award Sponsor, Elza Bruk from Bow Valley College.



Honored our founder, Dr. Neil Hutton with the Peter Gzowski Award. Here is the Hutton family at our PGI Event accepting Neil's award.



Celebrated with Lauren Mayell in her Strive to Thrive fundraising concert. Lauren raised over \$10,000 for CanLearn!