



Always *learning*
Learning *all ways*

ANNUAL REPORT 2023

Chair & CEO Message

Dear CanLearn,

Thanks from the bottom of our hearts for your dedication, hard work, and support that made 2022-2023 another impressive year for CanLearn. As we have returned to our “regular” lives, we cannot forget our growth over the past three years. CanLearn has continued to evolve and find new ways to unlock potential so all can learn.

The top priority for the Board in 2022/23 was ensuring CanLearn continued to be solid and highly capable. Each Board committee took on meaty work, including revising and aligning the Board policy manual to fit with our mission and beliefs and revamping job description templates to better match roles, values and the brand of CanLearn. The Finance Committee reviewed our investments and opted to move the Endowment Fund to The Calgary Foundation, improving CanLearn’s financial diversity and stability, which will enable the organization to support our clients and the broader Calgary community for many years to come.

The staff continues to work with amazing effort and strength, not only for our clients but for the ongoing transformation of CanLearn. We would like to draw your attention to a few things that we felt were significant leaps ahead this year.

1. CanLearn developed updated brand guidelines to communicate who we are - approachable, uplifting, and innovative.
2. Our management team created an innovative solution to address the ambitious goals of the 2022-25 Strategic Plan. We prepared an emerging group of CanLearn leaders to take on specific actions of the strategic priorities: Financial Resilience, Scale Impact, Leading People Practices, Brand Awareness, Office Space and Modernized IT. We are happy to report that we are on track with our strategic priorities and stronger than ever!
3. Finally, we were able to return more fully to in-person work. It feels great to be back together. CanLearn staff and volunteers set a blistering pace at the Servus Calgary Run, volunteered for the Kinsmen at the Stampede, and hosted a memorable Carnival-themed Open House.

We would to express our gratitude to the staff for your knowledge, dedication, warm hearts, and good humour. To the Board of Directors, thank you so much for your generosity, time and incredible expertise. It is wonderful to have a team of powerhouses with seemingly infinite skills. Special thanks to our departing Directors Alec Silenzi, Jodie Jeworski and Emilie Stewart. Congratulations on an outstanding year, everyone!

Long may we learn!



Heather MacBeath, Board Chair



Krista Poole, CEO



Board of Directors 2022/23

Back Row: Christy Liu, Kate Schutz, Deanna Shymkiw-Yeo (Treasurer) Martha Nystrom, Shauna Walsh Cann, Amanda Calleberg, Rachel Meilleur, Natalie Ilkiw and Krista Poole (CEO)

Front Row: Elizabeth Pratt (Vice Chair) Heather MacBeath (Chair), Jesse Stilwell, Alex Brierley.

Absent from Photo: Alec Silenzi, Jodie Jeworski and Emilie Stewart (Secretary)

Financial Report

Statement of Financial Position	2023	2022
Current Assets	1,194,621	1,297,312
Liabilities	733,329	819,742
Net Assets		
Endowment fund	651,871	651,316
Internally restricted funds	300,404	180,404
Unrestricted	291,892	288,960
Total	1,244,167	1,120,680
Total Net Assets and Liabilities	1,977,496	1,940,422
Statement of Operations	2023	2022
REVENUE		
Fees for service and clinical program funding	1,129,384	988,625
Literacy programs	588,229	617,603
Canada Emergency Wage Subsidy and Government assistance	466	1,368
Fundraising, events, donations and gifts in kind	62,186	98,236
Capacity building	15,393	15,373
Casino	83,747	65,961
Investments and other	72,488	49,998
Amortization of deferred contributions related to property and equipment	29,540	31,242
Total	1,981,433	1,868,406
EXPENSES		
Salaries, wages and sub-contractors	1,590,340	1,535,107
Gifts in kind and fundraising	38,395	24,421
Projects	43,114	38,855
Office administration	201,458	173,975
Amortization	29,540	31,242
Total	1,902,847	1,803,600
Change in fair value of endowment fund investments	44,346	(101,289)
Excess of Revenue Over Expenses	122,932	(36,483)



Our Annual Report is dedicated in loving memory to our Founding Chair, Dr. Neil Hutton and Mrs. Maureen Hutton, pioneers and visionaries in the field of Learning Disabilities.



Thank you to our major funders and donors



"I love being a part of making a positive difference in people's lives. Helping them to build on their differences is so important in what I do."

"Supervisors and staff are incredible individuals who are supportive, friendly and create a safe and caring environment."



Anti-Racism, Diversity, Equity, Inclusion (ARDEI)

CanLearn's ARDEI Committee goal was to ensure a safe, inclusive, and welcoming work environment at CanLearn, enabling staff to do their best daily work. We reviewed our existing partnerships to identify gaps and new strategic opportunities. Providing learning experiences and developing new ways of working with CanLearn learners and clients with an ARDEI lens remains the committee's primary focus now and into the future.

Talent Management

Inspired HR, an HR consulting firm in Calgary, is assisting us to develop a Talent Management Strategy in response to current employment trends and the organization's needs. The strategy reflects our commitment to ARDEI and consists of employee value proposition, talent attraction, performance management, succession planning and improved hiring and onboarding processes. This project was funded by FCSS

Safety

CanLearn's Health and Safety Committee helps to maintain a safe working environment and ensure compliance with all health and safety regulations. The committee organized CanLearn staff training on mental health first aid with Heidi Grogan (Calgary Learns), first aid, and updated our Emergency Procedures manual and acquired an AED machine and naloxone kit. Our thanks to the Calgary Foundation for their support.



CanLearn staff attended activities around Calgary for National Day of Truth and Reconciliation.



Courtney MacLean, Safety Chair and Nicole Hendry, Fire Warden

Clinical Impact

We have had an exciting year of growth at CanLearn. Our clinical team has expanded, and because of this, we were able to serve more clients. We have been actively applying for funding opportunities to ensure we can continue serving our whole community.

Over the summer we continued with our very popular Friends summer camp and were able to offer three groups! In addition, our research with the University of Calgary has excellent preliminary findings regarding the benefits of our Adult ADHD group. We look forward to the coming year as we continue serving and learning from our clients and community!

Dr. Heather Baker

Director of Clinical Services, CanLearn
Registered Psychologist



"I have a better understanding of myself and the way I experience the world, and as a result I am more patient and forgiving with myself."

"Excellent clinical skills and practical applications for my concerns. Very engaging and client centred."

"We couldn't be more thankful for the program. It felt like magic to see how my daughter transformed. She has been struggling with reading since the beginning and now she just reads!"

"The people that I met! All of the other individuals that I met, from the fellow ADHDers to the fantastic group leaders helped me feel more comfortable in my own skin, and led me to feel safe and happy because of the positive and inclusive environment!"

"After the assessment, I am better equipped to educate myself and others around me. This allowed me to better understand how my brain works, so that I can implement better lifestyle & work habits to manage symptoms."

"[I appreciated] the opportunity to learn how my mind works and get creative with solutions so I can be successful in my life."

The best thing about the program was...

"Knowing that you're not alone and that there are a vast number of community resources available to give you support and tools."

"Students really loved doing the variety of hands on activities, acting and making their calm down boxes."

"We appreciate the support so much ... my daughter is more confident and comfortable, and we cannot say thank you enough."

"This has been the best program for my son and we've seen a major improvement in his reading and academics. It's remarkable. He also loves coming to Reading Pilots."

The best thing about the program was...

"Hearing other adults validate the feelings I'm having, and having professionals presenting strategies to deal with situations."

"I saw my boy's improvement after this program. He is able to approach others, step out his comfortable zone. Really impressive. Thanks Canlearn for offering this program."

Clinical Programs

Over 640 clients were served, with 99% of those surveyed finding CanLearn services and programs helpful.

Assessments

- 251 Assessments
- 76 Financial assistance assessments
- 98 Adults
- 153 Children and teens

95% of the surveyed found their assessment helpful.

Counselling

- 101 Clients
- 36 Adults
- 65 Children

Supported by Connect the Dots funding.
100% of the surveyed found the service helpful and were satisfied.

ADHD Coaching

- 159 Individuals and families
- 93 Adults
- 66 Teens
- 26 Coaching Support Groups

Supported by Connect the Dots funding.
100% of the surveyed found the service helpful and were satisfied.

Academic Strategies

- 45 hours of academic strategy sessions

Behavioural Consultations

- 29 Caregivers supported
- 103 hours of consultation services provided

Supported by Connect the Dots funding.
100% of the surveyed found the service helpful and were satisfied.

Reading Pilots

- 27 Children supported

100% saw an improvement in the reading process.
100% would recommend it to other parents.

Calm Kids, Happy Families

- 22 Families served
- 3 Groups

Supported by Connect the Dots and Telus Friendly Future Foundation funding.

96% of the surveyed found the service helpful and were satisfied.

Let's Talk ADHD

- 52 Adults
- 6 Groups

Supported by Connect the Dots funding.
88% of the surveyed found the service helpful and were satisfied.

CanLearn Friends and Teen Talk

- 420 Children and teens
- 3 Summer groups
- 17 School groups
- 65 Individuals completed 1:1 sessions

Supported by Family and Community Support Services (FCSS), City of Calgary funding.
90% of parents and teachers noted improvement in emotional awareness.
93% of parents and teachers said the program was helpful.

Workshops

- 3 Workshops presented to schools

Supported by Connect the Dots funding.
Workshop topics included self-regulation strategies and preparing for junior high.

Literacy Impact

We thank our funders and donors for believing in our mission and their continued investment, support, and encouragement as we imagine new ways of reaching diverse communities and individuals. We want to thank our volunteers who have worked tirelessly and inclusively to make a difference in people's lives. Our Literacy Programs remain strong because of you. We thank you for your dedication and your belief that the power of learning is fundamental to positive social change.



I am hugely grateful to our team for demonstrating fantastic diligence, enthusiasm, creativity, and resilience this year. We are committed to the vision of a society where no one is left behind, and people's potential can be unlocked through the power of learning and literacy. In 2023-24, we aim to reach new learners. Whoever they are, whatever age or background, whatever the challenge, and however big, we know there is a way to learn for everyone.

Nada Jerkovic
Manager, Literacy Programs



"The best thing has been being able to make my daughter happy when I read her a story. But it has also been really exciting finding that I can read and spell words like "preposterous" on the page and that I know when they mean. Even words like "fragile"; it feels incredible, and to me it's a really big thing, so I'm definitely going to keep learning."
(Learning Starts at Home)

"I learned all sorts of new math tricks and ways to solve math problems easily." I have more confidence in math and I think of math as something more than not just numbers."
(CanLearn Math)

"When I first came to CanLearn, my reading was very low... I did not learn to read and write at school... I started by learning the sounds of each letter and then two-letter sounds. It was so hard and frustrating at times, but I felt I was making real progress... Reading is getting really better, [and] I am improving with my writing... But the important thing is, I still want to do lots of different courses to improve myself."
(Reading Connections)



Thanks Rotary West for donating \$3620 in grocery cards for CanLearn families in need of assistance.



CanLearn's Open House brought together staff, partners and clients to celebrate Literacy Day.



TD presented the literacy team with a \$45,000 cheque for our Wordplay program. Thank you TD!

Literacy Program Outcomes

677 children and adults benefited from CanLearn literacy programs.
This includes:

- 101 adult foundational learners
- 209 parents
- 199 preschool-age children (ages 0-5)
- 159 early elementary-age children (grades K-2)

Adult Learners

- 309 (100%) rated the program as "excellent, very good or good"
- 288 (93%) feel "highly confident or confident" about their learning
- 184 (88%) parents showed improvement in parenting and literacy skills
- 85 (84%) of foundational learners improved reading, writing, or basic math skills

Child Learners

- 146 K - Grade 3 children improved their early reading skills
- 175 children aged 0-5 acquired appropriate early literacy and language skills

Adult Foundational Programs:

- Taking Charge
- Reading Connections
- CALL
- Basic Math for Adults

Family Literacy Programs:

- Magic Carpet Ride
- Learning Starts at Home

Literacy Programs for Children:

- WordPlay
- Share the Magic

The Share the Magic Program provided 316 families with free, age-appropriate, and engaging books.

Learner Stories

Leanne is a survivor of the Sixties Scoop and was in eighteen foster homes throughout her childhood. In her early years, she exhibited self-injurious behaviours and self-regulation challenges. She attended Learning Disabilities classes in B.C. and Alberta at various schools and finally left school in grade 8. In her adult years, she struggled with addictions, poverty, and social isolation. Leanne was neglected and abused throughout much of her life. In January 2023, she came to Calgary determined to heal and start over. She stayed at the Salvation Army Shelter for Women and pursued trauma-focused psychological and medical care for several chronic health issues. Then, Leanne was referred to CanLearn.

CanLearn's Taking Charge Program was a perfect fit for her. She enjoyed discussing and telling stories, brought braided sweet grass for each group member and proudly explained its healing effects. Leanne became a very committed learner, and halfway through the program, she asked for additional one-to-one sessions with her instructor. During these sessions, she learned new functional and digital literacy skills and worked on applying for support to become more independent.

In May 2023, Leanne finally moved out of the shelter and started receiving supports for independence. She registered for the CALL and Basic Math for Adults programs, and her long-term goal is to earn her high school diploma.

Listen to [audio stories from other learners here](#).

Partnerships and Networks

We are very thankful for our new and continuing partnerships and networks. Our program partners help our clients and learners with wraparound supports that provide a better experience than we could offer alone. Our networks help our sector speak with one voice, create regional strategies and influence policy. We look forward to continuing these invaluable relationships and building new ones in 2024.



CanLearn is a proud member of the LD and ADHD Network.

We helped to develop the 2023 Advocacy Toolkit to help amplify the voices of Learning Disabilities and ADHD to our elected representatives.

Individuals with LD and ADHD need better access to:

- Early assessment, diagnosis & treatment
- Educational support, and
- Workplace accommodations

[Click here to download the Toolkit.](#)



We were honoured to have our partnership highlighted by the Kinsmen Club of Calgary.



CanLearn and University of Calgary Neurocognitive Lab: Adult ADHD Program Evaluation

In our collaboration with the CanLearn Society, we have measured the impact and effectiveness of “Let’s Talk ADHD” and ADHD coaching. Clients who participate complete confidential surveys before their program, immediately post-completion, and three months after completing their program. These questionnaires ask about ADHD symptoms, executive skills, functioning in everyday life, and quality of life. We also ask participants to complete measures of program satisfaction. We have been gathering data since last October, and 31 CanLearn clients have opted to participate in this program evaluation. We are pleased to see that our collected responses show that clients perceive an improvement in their ADHD symptoms after completing CanLearn programs. They also report improvements in executive skills, everyday functioning, and quality of life.

Dr. Brandy Callahan and Susan Flynn Lowry

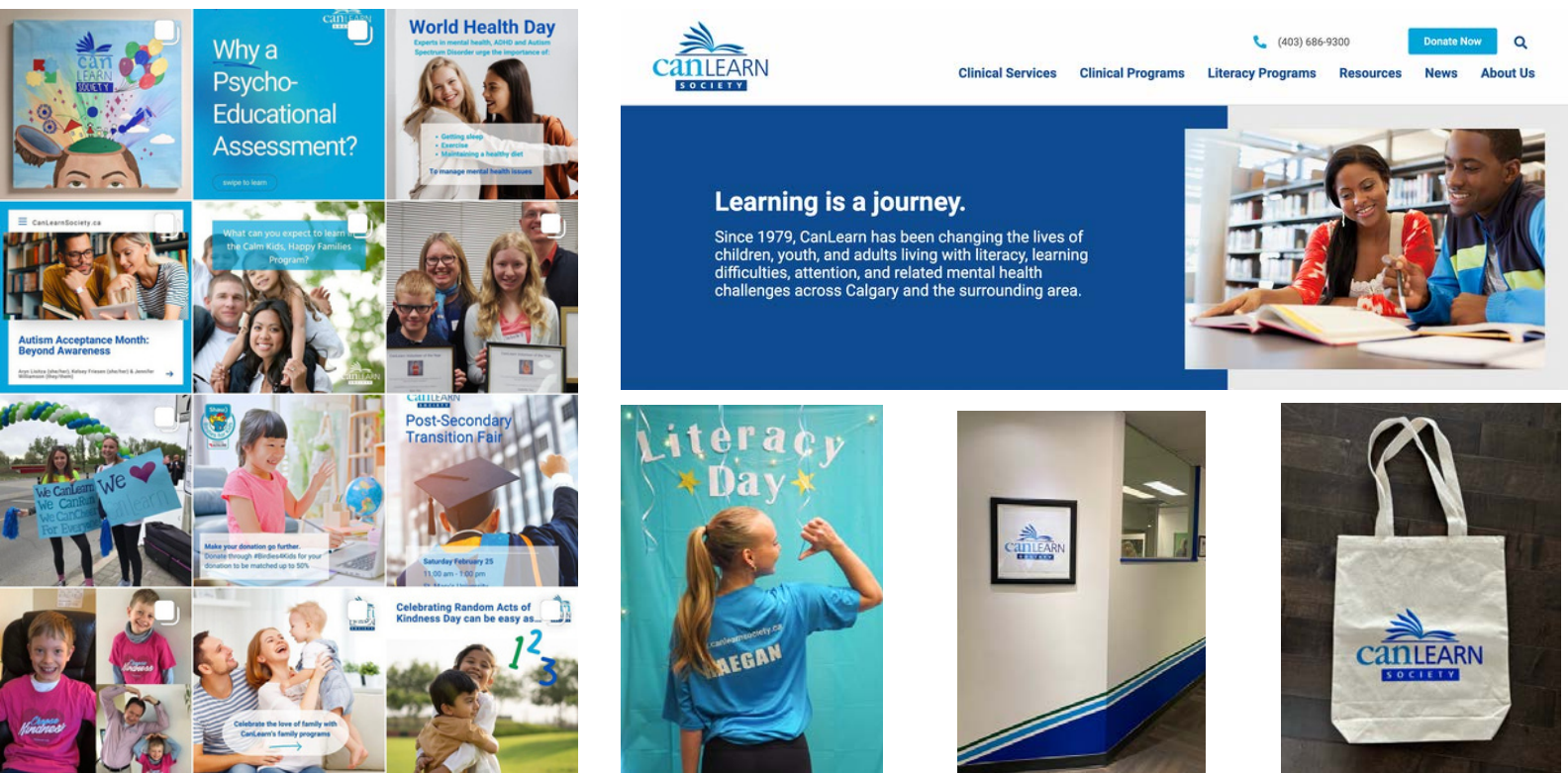
[Read the full blog here.](#)

Communications and Marketing

Communications and Marketing

Over the past year, we've further developed the CanLearn brand in some inspiring ways! In May of 2022, Evergreen Digital Marketing was contracted to create a marketing plan, brand guidelines, a social media strategy, an updated website and newsletter. Here is a link to our [key messages](#). We have developed a more cohesive and recognizable brand. O. We've started incorporating branding into our office physical space, which has been so much fun.

"Mark and I have been reading your monthly newsletters and monitoring your social media accounts, and they're all looking great! You and your team are doing a fantastic job sticking to the brand elements, creating engaging, relevant content, and maintaining a consistent look and feel for CanLearn." ~ *Evergreen Digital Marketing*



The **National Literacy Champions Network** (pictured to the left) developed a joint social media strategy leading up to International Literacy Day. The strong relationships and shared passion among the twelve literacy organizations began when we were PGI partners affiliated with the Peter Gzowski Foundation for Literacy (PGFL). Read the full origin story [here](#).

Events and Awards



Presenting CanLearn's 2022 Volunteer of the Year winners: Isabelle and Alex Yeo!



Congratulations Krista Poole, CEO, for being honoured with the Paul Harris Fellowship Award from the Rotary Club of Calgary West.



Thank you to Canadian Federation of University Women for attending our Open House and presenting CanLearn with donations for literacy



Panelists Kelsi Reimer, Linda Johnson and Carola Tiltmann at our Literacy Day Open House.



Congratulations to the CanLearn team at the Servus Calgary Marathon - They raised close to \$4000!



The Kinsmen Club of Calgary presented CanLearn with a \$20,000 cheque - thank you for your continued support!