



**The Brenda Strafford Society  
for the  
Prevention of Domestic Violence**

**Annual Report**

**April 1, 2010 – March 31, 2011**

**REPORT FROM THE PRESIDENT  
OF  
THE BRENDA STRAFFORD SOCIETY FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
APRIL 1<sup>ST</sup>, 2010 – MARCH 31<sup>ST</sup>, 2011**

AS I MENTIONED IN MY LAST YEAR'S REPORT "THE SOCIETY'S BIGGEST CONCERN AT THE MOMENT IS THE COMPLETION OF OUR NEW BUILDING ON 14<sup>TH</sup> STREET" – I AM PLEASED TO ADVISE YOU THAT WE COMMENCED OCCUPANCY OF THE BUILDING, NOW STYLED "BRENDA STRAFFORD PLACE," ON DECEMBER 1<sup>ST</sup>, 2010. TRANSITION FROM OUR CENTRE ON 10<sup>TH</sup> STREET, AND GATEWAY PLACE, CAME ABOUT WITH NO MAJOR PROBLEMS. EVERYTHING SEEMS TO BE WORKING OUT WELL OPERATIONALLY EXCEPT FOR SOME MISCOMMUNICATION WITH ANTICIPATED FINANCIAL SUBSIDIES, WHICH WE ARE TRYING TO RECTIFY. THE NEW BUILDING PROVIDES 34 SUITES FOR WOMEN AND THEIR CHILDREN "FLEEING" DOMESTIC VIOLENCE, AND 51 SUITES PROVIDING AFFORDABLE ACCOMMODATION FOR WOMEN AND THEIR CHILDREN WHO HAVE BEEN "AFFECTED" BY DOMESTIC VIOLENCE.

WE WELCOME KAREN KRYCZKA TO OUR BOARD; KAREN WAS OUR M.L.A. FOR THE DISTRICT WHERE WENTWORTH MANOR IS SITUATED AND HAS BEEN OF GREAT ASSISTANCE TO US.

UNFORTUNATELY DALE STAMM FOUND IT NECESSARY TO RESIGN FROM HIS POSITION ON OUR BOARD; HIS NEW CONSULTING WORK IS REQUIRING MORE OF HIS TIME. FORTUNATELY, HOWEVER, RICK FARRELL, THE NEW MANAGER OF CALGARY HOUSING COMPANY HAS AGREED TO JOIN OUR BOARD, AND WE WELCOME HIM, ALSO.

WE CONGRATULATE TESS GORDEY, OUR EXECUTIVE DIRECTOR, ON ACQUIRING HER MASTERS IN SOCIAL WORK.

LANA WELLS IS THE NEW BRENDA STRAFFORD CHAIR IN THE PREVENTION OF DOMESTIC VIOLENCE AND SHE MET WITH OUR BOARD RECENTLY TO ADVISE US ON STEPS SHE AND HER COMMITTEE ARE TAKING TO GET TO THE ROOT CAUSE OF DOMESTIC VIOLENCE.

THE FACILITY, WORK AND PHILOSOPHY OF BRENDA STRAFFORD PLACE IS THE FIRST OF ITS KIND IN NORTH AMERICA, AT LEAST IN SIZE, AND WE ARE HOPING TO MAKE A BIG IMPRESSION ON SOCIETY IN THIS FIELD, IN THE FUTURE.

**AGAIN I WANT TO TAKE THE OPPORTUNITY TO THANK OUR STAFF AND THE BOARD FOR THEIR DYNAMIC CONTRIBUTION, AND THEIR DEMONSTRATED PASSION, TO OUR EFFORTS TO EASE THE PAIN OF THOSE SUFFERING FROM THE EFFECTS OF DOMESTIC VIOLENCE.**

**RESPECTFULLY PRESENTED,**

A handwritten signature in black ink, appearing to read "B. Strafford", with a horizontal line underneath.

**DR. BARRIE I. STRAFFORD**

## **THE BRENDA STRAFFORD SOCIETY BOARD**

### **April 1, 2010 – March 31, 2011**

#### **The current members are:**

Barrie I. Strafford, The Brenda Strafford Foundation Ltd.  
Mario Siciliano, The Brenda Strafford Foundation Ltd.  
Steve Sabjan, The Brenda Strafford Foundation Ltd.  
Karen Kryczka, Community Member  
Rick Farrell, Community Member  
Sue McIntyre, Community Member

Norma Jackson, Community Member  
Joanna New, Community Member  
Jim Anderson, Community Member  
Eugene Chen, Community Member  
Nancy Hammer, Community Member

#### **Resignations:**

Dale Stamm, Community Member resigned from the Board as he had also retired from the Calgary Housing Company. The Board acknowledges his tremendous contribution to the Society Board during his term.

Susan Gardiner, Community Member resigned her position due to work commitments. Susan agreed to remain involved as a member of the Management Committee.

#### **Highlights of the Past Year:**

There were twelve monthly meetings in the past year in addition to the Annual General Meeting which was held on June 10, 2010. The Annual Report was approved and accepted at the August meeting. The December meeting was held just prior to the Children's Christmas Party. Board Members were able to meet with the children and families.

In April, the Society received Charitable Status from Revenue Canada.

On May 4, 2010, a Retreat was held, facilitated by Judy Hanson from CentrePoint. The Retreat focused on the activities to be completed before the opening of the new Centre. A plan of work was formulated and assigned to the Committees of the Board or Foundation for completion. The Board and the Centre staff were involved in this process. The objectives of the Retreat were met.

In August, the Society held its first casino weekend. Many of the Board Members and staff volunteered for this fund raising event.

In December, the new Centre opened and shelter residents moved from the 10<sup>th</sup> Street location and Gateway Place. The admission of tenants to the Progressive Housing units commenced.

The February Board meeting was held at Brenda Strafford Place. Tours were available to the Board Members.

The Board was successful in recruiting three new members:

Dr. Susan McIntyre – Community Member with the responsibility of Chair of Quality Improvement and Outcome Measures Committee.

Rick Farrell – Community Member representing Calgary Housing Company.

Karen Kryczka – Community Member with the responsibility of Chair of the Strategic Initiatives Committee.

The Board congratulates the Centre Executive Director and staff on the smooth transition to Brenda Strafford Place and the integration of the Progressive Housing addition.

On behalf of the Society, I wish to thank all Board Members for their contributions over the past year.

Respectfully submitted,

A handwritten signature in cursive script that reads "Norma Jackson".

Norma Jackson, R.N., B.N.  
Chairperson

The following reports represent the Committees' activities over the past year:

## **MANAGEMENT COMMITTEE**

### Members of the Committee:

Mario Siciliano, Chair

Dr. Barrie Strafford

Steve Sabjan

Norma Jackson

Tess Gordey

Susan Gardiner

### **Highlights of the Past Year:**

The Committee met seven times this year and the following highlights activities during this period:

- Provided supervision/support to the Executive Director.
- Planned and completed processes/logistics for the move into new facility (Building completion/security/utilities/signage).
- Provided guidance and assistance regarding new facility specifications and operations (leases / subsidies / tracking rents and stats / hiring Resident Managers/ building maintenance/personnel management/risk management).
- Funding secured through the Summer Temporary Employment Program for the Centre's Children's Summer Activity Program.
- Staff satisfaction and retention assessed. Salaries and benefits reviewed and adjusted.
- Advised on Outcome Measures / Outcome Tracker data base.
- Funding proposals and evaluations completed (City of Calgary: Family and Community Support Services, United Way of Calgary and Area, and Government of Alberta: Children and Youth Services).
- Budget monitored.

## **QUALITY IMPROVEMENT AND OUTCOME MEASURES COMMITTEE (QIOC)**

### **Members of the Committee:**

Dr. Susan McIntyre, Chair

Michelle Clarke

Tess Gordey

Brenda Simpson

### **Highlights of the Past Year:**

The Quality and Improvement and Outcome Committee met three times this year in February, March and April of 2011. The goal of the Committee at this point has been the establishment of a Logic Model for Affordable Housing. The Committee developed the Logic Model which includes the outcomes, the indicators and the measurement tools for this program. The goal is to precede into the next fiscal year an established Logic Model for Affordable Housing for The Brenda Strafford Centre.

## **RESOURCE DEVELOPMENT & MARKETING COMMITTEE**

### Members of the Committee:

Nancy Hammer, Chair  
Paige Knight

Amanda Graham  
Wayne Steer

Kathleen Shannon  
Sandi Ferchau

Staff: Tess Gordey

Lisa Barrett

To start the new fiscal year, this Committee set out to raise revenue, increase our profile in communities that we service and grow our presence amongst our supporters and the public at large. Key accomplishments associated with these goals are highlighted:

- General Revenue target was set at \$100,000 and deferred in 2011/2012 fiscal.
- \$35,232 was realized in general revenue (non-designated) to end of March 2011. The remaining funds will be raised in December 2011 with an event and through ongoing messaging in our newsletter, website and other communication sources.
- Macs' Convenience Stores joined the Society as a naming sponsor of the new Mac's Donation room. In addition to their financial contribution, teams of employees took on the challenge of decorating 3 new apartments in the shelter. Mac's has committed to ongoing support to ensure the Donation room is well stocked throughout the year.
- Newsletter- Committee decided to produce two newsletters a year, increasing that in 2011/2012 to three a year.
- Grand Opening of New Building: Over 70 people attended the Grand Opening on March 18. Key speakers included Parliamentary Secretary Deepak Obhrai, the Honourable Jonathan Denis, Minister of Housing and Urban Affairs and Mayor Nenshi. Many special guests attended including past Mayor Al Duerr, Dr. Strafford and members of the public.

Special thanks to our volunteers who so generously donate their time to support our programs, services and events on a continual basis. We had 60 volunteers come out and support the Centre at the Sun and Salsa Festival this past July. The Centre was one of two charities chosen to receive proceeds from the Sun and Salsa Festival. The Centre received over \$14,000 from the Sun and Salsa Festival. The Centre held its first casino in August at the Elbow River Casino. Over 25 volunteers donated their time. Volunteer support makes a positive difference in the lives of women and children who have been affected by domestic violence.

I want to thank all the Committee members for providing their expertise, time and energy into moving forward with our goals this year. I also want to thank Tess Gordey and Lisa Barrett for their support, ideas and hard work to ensure that our vision and ideas came to be.

## **STRATEGIC INITIATIVES COMMITTEE**

### Members of the Committee:

Karen Kryczka, Chair  
Steve Sabjan

Norma Jackson  
Tess Gordey

Mario Siciliano  
Jim Anderson

The Committee met twice in the last quarter of this year and the following highlights activities during this period:

- Karen Kryczka to Chair the Committee.
- Review the Terms of Reference and roles of the Committee.
- Set priorities for the Committee:
  - Steward the development of a new Strategic Plan from the framework of a “Logic Ladder” model.
  - Plan a Board retreat to further develop a new Strategic Plan.
  - Update the Operating Agreement with The Brenda Strafford Foundation.
  - Support the relationship between the Chair in the Prevention of Domestic Violence and the Society.

## **Executive Director's Address**

Domestic violence is complex and it takes much community support and an adequate amount of time for women fleeing domestic violence to experience success. The Brenda Strafford Centre for the Prevention of Domestic, now more than ever, is equipped to provide the necessary supports and safety to make their success a reality. We were thrilled to have moved into our new facility December 1, 2010, thanks to the vision, financial contributions and ongoing determination of The Brenda Strafford Foundation Ltd. Our new facility offers more useable space for programs and has opened up more opportunities, including longer length of stays for families.

A recent report on family violence across Canada, based on 2009 Statistics Canada data, indicated Alberta, alongside Saskatchewan, had the highest rate of spousal violence in the country, at eight per cent. With our expansion to 34 second stage apartments and 51 progressive housing apartments, we are serving a greater number of the survivors of abuse. Equally important, we continue to have a phenomenal success rate of over 85% of families we serve not returning to an abusive spouse upon leaving The Brenda Strafford Centre.

The Centre received an overwhelming influx of community support this past fiscal year. Numerous donations assisted us in furnishing apartments and offices. Our successful partnership with Calgary Housing Company allowed for the allocation of rental subsidies for families and financial contributions from long standing funding partners, FCSS and United Way of Calgary and Area, enhanced our programming. These gifts are instrumental in making a lasting difference and are always appreciated.

The expertise and generous drive of the members of The Brenda Strafford Society Board of Directors made provision for us to transition smoothly and advanced many aspects of the Centre's operations in preparation for the expansion and beyond. They facilitated excellence in service delivery and I congratulate them for their deliberate efforts to create a safer community and for their ability to inspire others. I am grateful to them for their never ending support of the Centre and the population it serves.

Additional community volunteers assisted us with our grand opening, moving, casino, summer salsa event and various daily activities with resident children and families. We were fortunate to benefit from thousands of hours of their kindness.

Thanks also to our dedicated employees. A number of challenges present themselves with change and you met these with utmost patience and resolve. Your past year fulfilled the promise of providing our residents with quality services and successful collaborations with community resources. In its many forms, violence unfortunately persists in our neighbourhoods. I am confident the

upcoming fiscal year will be equally rewarding and fulfilling toward our vision of a community free of domestic violence.

Sincerely Submitted,

A handwritten signature in black ink, appearing to read "Tess Gordey". The signature is fluid and cursive, with a long horizontal stroke at the beginning.

Tess Gordey, MSW, RSW  
Executive Director

## **Mission Statement**

To contribute to the creation of a safe community for abused women and their children through the provision of quality services and in collaboration with community resources.

## **Vision Statement**

To provide flexible, accessible, low cost, secure transitional housing and support services for women and their children who have been assessed by crisis shelters.

To achieve long term stability for women and their children who have been subjected to violence.

## **In House Service Goals**

To provide social, emotional and psychological support for families that come to The Centre.

To ensure and/or provide counselling for families to alleviate the impacts of violence and break the abuse cycle. This includes support to understand working toward long-term healthy relationships.

To assist families to achieve long term stability and to access employment, food, household goods, clothing furniture, adequate and affordable housing and other necessities for independent living.

To enable women to be successful as tenants, family members and community members.

To build on the capacity and strengths of the residents.

## **Staff as of March 31, 2011**

Rita Ng	Residential Counsellor
Yvette Summers	Residential Counsellor
Maureen McGuigan	Follow-up Outreach Counsellor
Laura Fedorak	Child & Youth Counsellor
Billie-Joe Kaye	Progressive Housing Coordinator
Lisa Barrett	Communications & Fund Development Specialist
Nikki Kaufeld	Sr. Child Care Support Worker
Givareth Castillo	Volunteer Coordinator
Shantal Tse	Child Care Support Worker
Robin Tennis	Residential Counsellor
Taryn Scott-Manders	Receptionist
Mia Jovic	Data Entry Clerk
Ijeoma Metuh	Data Entry Clerk
Peggy Schiffner	Donations Support Coordinator
George Ames Jr.	Security

## **Community Partnerships**

The Brenda Stafford Centre is dedicated not only to ensuring quality services, but also to enhancing a coordinated, collaborative response to domestic violence. We participate within the community to learn and contribute experience and time to many relevant community endeavors. Some of the Centre's community work is at a more macro level, addressing social issues and participating in sector projects. Other time is spent on community relationships that support or enhance service delivery. Annually, there are over 50 collective groups or organizations that we collaborate with. Examples are:

### **LAPS**

Literacy and Parenting Skills is a weekly group facilitated by the Brenda Stafford Centre. This group is run by Further Education Society of Alberta and because it is on-site, it allows for easy and convenient access for our residents.

The group focuses on issues that women fleeing violence have around parenting, including ages and stages of development, how to deal with temper tantrums, age appropriate discipline, and a vast number of others, depending on the needs of the current group.

### **Health Services**

A Public Health Nurse visited the Centre once a week to address health issues with residents. The Nurse assisted mothers with the care of new-born babies and provided information on numerous health topics.

### **YMCA Mountain Haven**

The YMCA was gracious enough to invite all of our residents three times this past year, along with other second stage housing shelters in Calgary, to a wonderful weekend-long retreat in Kananaskis. This program provided quality time for families to enjoy in the great outdoors together. The feedback from these weekends was wonderful and a great time was had by all who have attended. We very much appreciated being involved in these events.

### **Na'amat Canada Calgary**

Through the wonderful generosity of Na'amat Canada Calgary, our resident children, who were in need of school supplies, were provided with backpacks full of items they required in their classrooms. Na'amat Canada Calgary's support through this service is greatly needed and appreciated by the residents and children.

## **Residential Program**

“Today is the beginning of the rest of my life.

I am not walking alone on this journey to empowerment, you are walking with me.

Together we shoulder each other’s burden and lessen the load of heartache.

Together we will be a force unstoppable and alone I will be as strong as an army of thousands of men because of each and every one of you and because I dared to love myself”.

The residential program at The Brenda Stafford Centre provides a number of opportunities for women to learn, grow, and become independent. The program encompasses a number of components to help women achieve and regain the skills, confidence, and happiness needed in order to move forward in their journey, free from abuse.

The program provides a range of services that are designed to meet each resident’s needs, including:

- Shelter for a period of six months
- Individual counselling and support
- Weekly support groups
- Weekly parenting groups (LAPS)
- Advocacy and referrals to partnering agencies and community resources
- Education and information regarding domestic violence and abuse related issues

## **Individual Counselling**

Individual counselling is one of the required components of the residential program for women who are entering the Brenda Stafford Centre. The caseload is divided amongst two full- time residential counsellors and one part-time residential counsellor, with the women being assigned to one counsellor for the duration of their stay. The counselling sessions take place on site, in either the counsellors’ office, or the residents’ apartments. There are currently three residential counsellors. Two residential counsellors are responsible for a caseload of 12 women with children, while the third residential counsellor is responsible for the caseload of 6 single women and 4 women with children.

Because The Brenda Stafford Centre’s clients come from diverse backgrounds, the counselling goals for each woman may be different, but with the ultimate goal of independence and freedom from violence. For a client with limited English, support may come in the form of assisting with forms, or seeking out English classes, whereas for another client, goals may be centered on exploring how self-esteem affects their ability to make healthy decisions. Common topics for discussion in counselling include education and awareness around the cycle of

violence, self-esteem, healthy communication, setting boundaries and safety planning.

### **Family Counselling**

Family counselling is offered to the women and children at the Brenda Stafford Centre on an as-needed basis. This generally takes place when there has been a breakdown in communication between the mother and her child(ren) and additional support from the counsellors is requested. This is done in conjunction with the Child and Youth Counsellor, who has worked directly with the children in the home, and is familiar with the family's situation. Through support from the counsellors and occasionally outside agencies, goals are created to improve communication between family members and re-establish harmony in the home.

### **Group Counselling**

Support groups take place at The Brenda Stafford Centre one evening each week, and all residents are encouraged to participate. These groups provide a setting for women to discuss the issues that surround domestic violence with others who have experienced a similar situation. The groups allow women to give and receive feedback to others in a healthy environment, where they are supported by both the other participants and the residential counsellor facilitating the groups.

Topics that are commonly discussed in group include self-esteem, understanding characteristics of abuse, healthy communication and other topics similar to those in individual counselling, but in a setting that allows group dialogue.

**“The support groups at The Brenda Stafford Centre were really helpful to me. They allowed me to hear different perspectives from the other women, and I was able to share my story with others, and know that I was not the only one experiencing these things.”**

### **Resident Meetings**

Resident meetings take place at The Brenda Stafford Centre on an as-needed basis, and are generally geared towards issues around the Centre, or upcoming events. These meetings are facilitated by one of the residential counsellors, and occasionally guest speakers are invited to attend, to talk about programs outside of the Centre that may be offered to the residents of the Centre.

The resident meetings allow staff and residents to bring up any “housekeeping” issues that may have arisen in a safe environment. This also empowers the residents to come up with solutions to these concerns or issues.

## **Practicum Students**

The Brenda Strafford Centre provided practicum placements for post-secondary students from Mt. Royal University and the University of Calgary. Social Work students were given opportunities to practice social work skills under a supervised and supported atmosphere. They participated in individual counselling sessions, intake interviews and occasionally facilitated support groups.

Students coming into the Centre set their own goals and learning objectives which allow room for some creativity in their practicum. Clients and staff appreciate all the hard work and effort put in by the students.

## **Child and Youth Programs**

### **Child and Youth Counselling Program**

The Child and Youth Counselling Program provides a safe environment for children ages 0-18 to begin healing from their exposure to domestic violence. The Child and Youth Counsellor supports children and youth during their transition from a violent home into shelter living.

The Program strives to meet the following goals for each child in The Centre:

- Provide a safe environment for children to express themselves creatively
- Give the opportunity for children to identify and express their emotions
- Allow children to regain a sense of power and control in their lives through play and expressive arts
- Help children to recognize self-worth and rebuild self esteem
- Relationship building opportunities with safe adults
- Provide support, resources and referrals for every child, youth, and family residing in the shelter.

### **Individual Counselling**

Individual supportive counselling is provided to children ages 3-18 at The Centre on a weekly basis. The Child and Youth Counsellor's main focus is to create a safe and trusting relationship with each child before the healing process can begin. During counselling sessions, children are given the opportunity to express their feelings and share their experiences in a safe, non-judgmental environment. Expression is encouraged through arts, play and music. Directed session topics include Coping with Feelings, Safety Planning, Anger Management, and Whose Fault is Violence? Children are also given plenty of free time to play and have fun with the counsellor.

## **Group Counselling**

Group Counselling is provided for all children ages 4 -18 residing at The Centre. Group counselling aims to achieve an environment where children can experience success, feel good about themselves and their participation. The counsellor focuses on building social skills through positive conflict resolution and role modeling through arts and play. Children are able to share their experiences in a social environment absent of judgment, criticism and abusive behaviors. Free time is allocated every group session for children to socialize, play and have fun with new friends.

## **Family Counselling**

Family counselling is provided for the children and mothers at The Centre. This provides families with the opportunity to express themselves in a safe, controlled environment with the counsellor present. Feelings of resentment, guilt, blame and anger can be brought to attention, and the healing process for families can begin. The counsellor can support children in disclosing their emotions and experiences. Mediation can also be provided resulting in positive conflict resolution, aiming to create a stronger family unit. Mothers may also access the Child and Youth Counsellor for parenting support and resources.

## **Childcare Program**

The Brenda Strafford Centre's Childcare program offers childcare services for all of the families living in the shelter. Childcare is Monday to Friday only, and is offered in the mornings, afternoons and evenings to provide respite support for mothers. Only under special circumstances will childcare be available outside of regular childcare times. During the times childcare is open, mothers will have the opportunity to attend to their own programming such as support groups, individual counselling and social activities, knowing that their children are in a safe environment.

All of the toys and activities that are in childcare are educational as well as fun. Qualified and passionate staff and volunteers are there to ensure that the children are in a safe and age appropriate environment. Healthy and nutritious snacks are also available to the children during playtime. The childcare room provides a healthy and nurturing environment for children to have fun, have new experiences and make new friends.

***“My girls really loved the child care worker... she always had a word of encouragement and a hug to all of us.” Former Client***

***“Child care was a lifesaver. I don't know how I would have gotten through everything without their help.” Former Client***

## Summer Program

The summer program is operated through June to August on weekdays only. Activities are during the day only and are planned for children during their school holidays. Children aged 2 years old and up are able to register for summer programming. Some of the activities that get planned are field trips such as Calaway Park, Riley Park, bowling and Butterfield Acre Farms. Children are given the opportunity to have a fun summer holiday filled with new experiences and friendships.

## Follow-up Outreach Program

***“I like myself more than before I came to The Centre. I was passive, and I had low self-esteem. Now I care about my well-being first.”*** (GWP client reflecting on her experience while in shelter)

The opening of the new Brenda Strafford Centre has created an exciting opportunity to revamp and expand outreach and follow-up services. The Outreach Program has historically consisted of 3 main components:

- Residential counselling for 2 families and 6 Gateway Place (GWP) residents
- Follow-up services
- Community outreach

The closure of Gateway Place in December 2010 and the move from the 10<sup>th</sup> Street location eliminates responsibility for residential counselling from Outreach, once all clients who moved with us have transitioned to independent living in the community. This change will allow for greater emphasis on follow-up and community outreach services. Shelter clients, fortunate enough to move upstairs to Progressive Housing upon completion of their 6-month stay, will have ready access to follow-up support. Clients who move into the community can expect continuity of service through home visits and office appointments as required, for up to one year after leaving shelter.

***“The Centre saved my life, the support/counselling I received was fantastic.”*** (GWP client feedback)

## Follow-up Services

Clients who have completed their residential program may access follow-up services for a period of one year after moving from shelter. Most follow-up work consists of individual counselling, referrals to community resources, and

advocacy. Safety planning, healthy relationships, self-esteem and conflict resolution skills are stressed in counselling. Clients often require the support of the Outreach Counsellor to refer them and advocate on their behalf for financial and social benefits provided through government, education and employment programs. Having the right supports in place helps families transition successfully from shelter to independent living in the community.

***I have learnt a lot about what domestic violence is. I realize that it wasn't my fault that I was treated as an abused woman (sic). I'm not ashamed [of] myself anymore. I like myself more than before I came here. (GWP Follow-up client)***

## **Community Outreach**

***"[The Outreach Counsellor] was so helpful and understanding. I didn't know where to turn and Pastor Ron sent me to you. I really appreciated a listening ear. "(Feedback received from a woman who called Outreach in crisis)***

The Outreach Counsellor works with women in the community who are experiencing abuse and seeking a way out. Some may already be in temporary shelters, but many others still live with their abuser and are at risk. Safety planning for these women and their children as they prepare to flee is of paramount importance. Others may choose to remain with their partners but ask for information on domestic violence, assistance with program referrals, or help with safety planning. Sometimes these clients will call to receive emotional support as they struggle with family crisis. The Outreach Counsellor coordinates with agencies such as Calgary Police Services, Victim's Assistance, Alberta Child and Youth Services, Alberta Health Region Calgary, and women's emergency shelters across the country to assist these families in being safe while they wait for an apartment to open up for them at the Centre.

***"Thank you for answering my questions. I want to help my daughter get away from her abusive boyfriend." (Feedback from a woman who called for Outreach support)***

Educating the public and other social service agencies about domestic violence is another aspect of community outreach work. Last year ten educational and/or informational presentations took place including 4 staff workshops on dating violence and textual harassment at Bow View Manor and Wentworth Manor.

The Outreach Counsellor is a designated Ambassador of the Way (speaker program for recipient agencies to showcase United Way funded programs such as BSC's Child and Youth Program), and also serves on many inter-agency committees. These committees include the Calgary City-Wide Outreach Committee, Calgary Adolescent Needs Network, Calgary Network on Prostitution, and Alliance to End Violence (AEV) Library Resource Centre Management Committee (on hiatus since December when AEV ceased operation). Participation in these committees provides opportunity to share

information, collaborate with other agencies in the domestic violence sector, and ultimately improve the level and range of service available to all Brenda Strafford Centre clients.

***Thank you so much for all of the help that you've given us, as well as all of the encouragement, smiles and your time! (Follow-up client Christmas greeting)***

## **Volunteer Program**

The Brenda Strafford Centre is remarkably fortunate to have such dedicated and committed volunteers. The volunteers offer their talents which allow us to offer residents a wide range of programs and services.

Programs that run as a result of the generosity of our volunteer services are: LAPS, Adopt-A-Family, childcare, administration support, donation sorting, maintenance, help with moving the Centre, as well being members of the board of directors and committees.

The Volunteer Coordinator organized a successful Adopt-A-Family Program for the 2010 holiday season. The goal was to provide 35 families "adoption" by sponsors, through our program. Volunteers and sponsors from small and large corporations, families, schools and churches far surpassed all expectations in making our families have a wonderful holiday season.

On March 4, 2011 Kelly McGuire, Vice President, Operations for Western Canada and Ron Thompson, Marketing Manager for Western Canada officially opened the new Mac's Store at The Brenda Strafford Centre. The Mac's Store is filled with everything from toothpaste to microwaves to tool kits to assist families. The Mac's Store is open weekly and operated by Centre volunteers. Mac's will continue to provide the on-going funding to replenish items in the store.

The Volunteer Coordinator is in the process of organizing a Mentoring program that will provide each resident with support, during their stay at The Centre. Resident's will have a mentor to rely on, for shopping, talking and sharing experiences.

Our agency has received an overwhelming amount of volunteer support from a number of community agencies such as PSSAW, community health nurse, Ram Cleaning Services, Youth Volunteer Corps, tax clinics, churches, schools and yoga classes.

In 2010, surveys were conducted and the results expressed by our residents were particularly positive. Residents conveyed their contentment with the support they experience while attending groups like: LAPS, yoga, tax clinic, counselling sessions, life skills groups, or whenever childcare was needed for an emergency.

Words cannot express our gratitude for the dedication and commitment of our volunteers and their support of The Centre.

***“Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain love for one another.” Erma Bombeck***

## **Gateway Place**

***“I was suicidal – I no longer want to die and I am happy knowing I don't/won't be abused because I know the warning signs now.” (GWP client reflecting on her time at GWP)***

In 2010 GWP, a 6-bedroom safe house located in the residential community of Braeside, provided counselling and referral services to women fleeing abuse who did not have children residing with them. Staff consisted of a Residential Support Worker and the Outreach Counsellor. Clients received individual and family counseling, attended on-site women's support group, and were referred to community programs and resources for education, employment, addictions support, mental health, food, furniture, and other basic needs. Clients also received assistance to find housing when their 6-month stay was over.

When the move was made to consolidate all residential services in the new 14 Street NW location, five GWP clients moved with us to the apartments reserved for single women (4 bachelor and 2 1-bedroom units). As the last of our GWP clients move from shelter, responsibility for these apartments will shift to the newly hired part-time residential counsellor. Gateway Place clients will continue to receive follow-up support, as do all Brenda Strafford Centre clients, for twelve months after leaving shelter.

## **Progressive Housing**

The Progressive Housing component of The Brenda Strafford Centre consists of 51 apartments. The progressive housing program opened in December. Our goal is to provide independent living for women with children who have been impacted by domestic violence.

The facility provides a safe environment and the opportunity to utilize resources and set goals for themselves so they begin the process of rebuilding their lives. The Progressive Housing Coordinator is available on-site 40 hours a week, and supports the residents by providing resources and goals. The Coordinator works closely with Calgary Housing Company and receives referrals from surrounding crisis shelters. The families in the progressive housing apartments at The Brenda Strafford Centre may stay up to two years, leases can be renewed every six months.

It is hoped by the time the residents leave our facility; they will have acquired the skills they need to lead a safe, happy, and independent life free from domestic violence.

Since, opening in December the progressive housing apartments have served over 54 families including 76 children.

**“Once I was captive. Once I was a victim of abuse. Once I held no hope for tomorrow. Once I believed everything was my fault. Once I believed everything I was told by my abuser. Once I held insight to what was really happening to me, I became empowered with a will to survive”.**

**The Brenda Strafford Centre  
for the  
Prevention of Domestic Violence  
is blessed by the support we receive from our donors.**

**A heartfelt thank you to all of you!**

**Capital Campaign Supporters**

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## **Adopt A Family**

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### **Gift In Kind Donors continued**

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*\*This is a list of donors who expressed permission to be listed, but is not exhaustive of all donations received. We sincerely apologize if we have missed anyone.\**

**THE BRENDA STRAFFORD CENTRE**  
**FOR THE PREVENTION OF**  
**DOMESTIC VIOLENCE**

**(A Division of The Brenda Strafford Foundation Ltd.)**

**FINANCIAL STATEMENTS**

**MARCH 31, 2011**

September 7, 2011

## AUDITORS' REPORT

To the Directors of  
The Brenda Strafford Foundation Ltd.

### Report on the Financial Statements

We have audited the statement of financial position of The Brenda Strafford Centre For The Prevention of Domestic Violence (A Division of The Brenda Strafford Foundation Ltd.) as at March 31, 2011, the statement of revenues and expenses and division net assets, statement of funding by The Brenda Strafford Foundation Ltd. and cash flows for the year then ended. This audit was done as it is one of the components of the Agency Contribution Agreement for the 2011 term, with the United Way of Calgary and Area as well as one of the components of the Family and Community Support Services Funding Agreement effective March 8, 2004, with the City of Calgary.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of the division as at March 31, 2011 and its financial performance, funding by the Brenda Strafford Foundation Ltd. and cash flows for the year then ended in accordance with the provisions of the funding agreements referred to above.

Chartered Accountants

Calgary, Alberta

**THE BRENDA STRAFFORD CENTRE FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF FINANCIAL POSITION**

March 31

	<u>2011</u>	<u>2010</u>
<b>ASSETS</b>		
Current assets		
Cash	\$ 19,554	\$ 3,808
Accounts receivable	10,500	-
Capital assets (Note 3)	<u>185,147</u>	<u>48,834</u>
	<u>\$ 215,201</u>	<u>\$ 52,642</u>
<b>DIVISION NET ASSETS</b>		
Division net assets	<u>\$ 215,201</u>	<u>\$ 52,642</u>

**THE BRENDA STRAFFORD CENTRE FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF REVENUE AND EXPENSES  
AND DIVISION NET ASSETS**

Year ended March 31

	<u>2011</u>	<u>2010</u>
<b>Receipts:</b>		
Funding by The Brenda Strafford Foundation Ltd.	\$ 651,382	\$ 455,487
Donations – Cash	66,190	32,351
- Supplies and services	-	16,729
Funding from United Way	78,873	83,873
Funding from City of Calgary	99,918	89,857
Funding from Alberta Children’s Services	58,887	58,683
Funding from other sources	16,155	10,849
Rent from residents	166,688	-
	1,138,093	747,829
<b>Expenses:</b>		
Amortization	30,732	5,426
Children’s Programs	11,163	25,599
Employee benefits	33,878	28,077
General operating expenses	126,829	60,511
Management fee (Note 4)	50,569	35,746
Outreach Program	1,245	5,018
Salaries	541,052	450,458
Security	117,386	142,240
Utilities	62,680	-
	975,534	753,255
Excess expenses over revenues	162,559	(5,426)
Division net assets, beginning of year	52,642	54,550
Additional funding (repayment) from The Brenda Strafford Foundation Ltd. of excess cash	-	3,518
Division net assets, end of year	\$ 215,201	\$ 52,642

**THE BRENDA STRAFFORD CENTRE FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF FUNDING BY THE BRENDA STRAFFORD FOUNDATION LTD.**

	<u>Year ended March 31</u>	
	<u>2011</u>	<u>2010</u>
Funding by The Brenda Strafford Foundation Ltd. during the year	\$ 651,382	\$ 455,487
Cumulative funding by The Brenda Strafford Foundation Ltd., beginning of year	<u>3,615,407</u>	<u>3,159,920</u>
Cumulative funding by The Brenda Strafford Foundation Ltd., end of year	<u>\$ 4,266,789</u>	<u>\$ 3,615,407</u>

**THE BRENDA STRAFFORD CENTRE FOR THE PREVENTION OF  
DOMESTIC VIOLENCE  
(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF FUNDING BY THE BRENDA STRAFFORD FOUNDATION LTD.**

	<u>Year ended March 31</u>	
	<u>2011</u>	<u>2010</u>
<b>OPERATING ACTIVITIES</b>		
Excess revenue over expenses	\$ 162,559	\$ (5,426)
Items not affecting cash:		
Amortization of capital assets	30,732	5,426
Net change in non-cash working capital:		
Accounts receivable	(10,500)	-
	182,791	-
 <b>INVESTING ACTIVITIES</b>		
Purchase of Capital assets	(167,045)	-
 <b>FINANCING ACTIVITIES</b>		
Inter-divisional transfers	-	3,518
<b>INCREASE (DECREASE) IN CASH FLOW</b>	15,746	3,518
Cash, beginning of year	3,808	290
<b>CASH, END OF YEAR</b>	\$ 19,554	\$ 3,808

**THE BRENDA STRAFFORD CENTRE FOR THE PREVENTION OF DOMESTIC  
VIOLENCE**

**(A Division of The Brenda Stafford Foundation Ltd.)**

**NOTES TO THE FINANCIAL STATEMENTS  
MARCH 31, 2011**

1. Description of business:

The Brenda Stafford Centre for the Prevention of Domestic Violence (the "Division") commenced operations in January 1996 and is a division of The Brenda Stafford Foundation Ltd., a registered Canadian charitable organization. The Centre provides counseling services to families experiencing domestic violence.

2. Significant accounting policies:

These financial statements present the financial position and results of operations for the division and have been prepared in accordance with Canadian generally accepted accounting principles and include the following accounting policies:

a) Amortization-

Capital assets are recorded at cost. Amortization is provided using the declining balance method at the following annual rates:

Furnishings	10%
Security equipment	10%
Equipment	20%

b) Donated revenue-

Donations are deposited to the operating fund unless they are specifically designated by the donor for special purposes in which case they are segregated.

Donations with respect to materials and services are recognized when their estimated fair market value can be reasonably determined.

c) Government grants-

Government grants are recorded in the accounts when there is reasonable assurance that the Centre has complied with and will continue to comply with, all conditions necessary to obtain the grants.

d) Measurement uncertainty-

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the period. Actual results could differ from those estimates.

e) Capital Management

Capital is comprised of the Division's net assets and debt that it may issue. As at March 31, 2011, the Division's net assets were \$215,201 and it had no outstanding debt. The Division's objectives when managing capital are to continue as a going concern to protect its ability to meet its on-going liabilities. Funding received for designated purposes must be used for the purpose outlined by the funding party. Protecting the ability to pay current and future

**THE BRENDA STRAFFORD CENTRE FOR THE PREVENTION OF DOMESTIC  
VIOLENCE**

**(A Division of The Brenda Strafford Foundation Ltd.)**

**NOTES TO THE FINANCIAL STATEMENTS  
MARCH 31, 2011**

liabilities includes maintaining internally determined capital guidelines based on risk management policies.

f) Capital management requirement

The Division received an operating grant of \$99,918 from The City of Calgary FCSS to fund one outreach counselor and one volunteer coordinator at The Brenda Strafford Centre for the Prevention of Domestic Violence. The Division is in compliance with the terms of this operating grant as it has met its service and financial accountabilities.

The Division received an operating grant of \$78,873 from The United Way of Calgary to fund one child and youth counselor at The Brenda Strafford Centre for the Prevention of Domestic Violence. The Division is in compliance with the terms of this operating grant as it has met its service and financial accountabilities.

The Division received an operating grant of \$58,887 from Alberta Children and Youth Services to fund one child and youth counselor at The Brenda Strafford Centre for the Prevention of Domestic Violence. The Division is in compliance with the terms of this operating grant as it has met its service and financial accountabilities.

3. Capital assets:

	2011		2010	
	Cost	Accumulated amortization	Net book value	Net book Value
Furnishings	\$ 185,829	\$ 89,787	\$ 96,042	\$ 46,783
Security equipment	27,015	11,066	15,949	2,051
Equipment	91,445	18,289	73,156	-
	<u>\$ 304,289</u>	<u>\$ 119,142</u>	<u>\$ 185,147</u>	<u>\$ 48,834</u>

4. Related party transactions:

Management remuneration in the amount of \$50,569 (2010 - \$35,746) has been paid to The Brenda Strafford Foundation Ltd. for administrative and advisory services provided. The transactions are in the normal course of operations and are measured at the exchange amount, which is the amount established and agreed to by the related parties.

September 7, 2011

## AUDITORS' REPORT

To the Directors of  
The Brenda Strafford Foundation Ltd.

### **Report on the Financial Statements**

We have audited the statement of financial position of Gateway Place (A Division of The Brenda Strafford Foundation Ltd.) as at March 31, 2011 and the statement of excess of receipts over expenses and division net assets and the statement of funding by the Brenda Strafford Foundation Ltd. for the year then ended.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, these financial statements present fairly, in all material respects, the financial position of the division as at March 31, 2011 and the results of its operations and its funding by the Brenda Strafford Foundation Ltd. for the year then ended in accordance with Canadian generally accepted accounting principles.

Chartered Accountants

Calgary, Alberta

**GATEWAY PLACE**  
**(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF FINANCIAL POSITION**

March 31

	<u>2011</u>	<u>2010</u>
<b>ASSETS</b>		
Capital assets (Note 3)	\$ 112,515	\$ 114,118
<b>LIABILITIES AND DIVISION NET ASSETS</b>		
Current liability:		
Security deposits payable	\$ -	\$ 1,500
Current portion of mortgage payable (Note 4)	7,919	7,420
	7,919	8,920
Mortgage payable (Note 4)	42,672	50,838
Division net assets	61,924	54,360
	\$ 112,515	\$ 114,118

**GATEWAY PLACE**  
**(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF EXCESS OF RECEIPTS OVER EXPENSES**  
**AND DIVISION NET ASSETS**

Year ended March 31

	<u>2011</u>	<u>2010</u>
<b>Receipts:</b>		
Funding by The Brenda Strafford Foundation Ltd.	\$ 27,403	\$ 39,417
Rent from residents	10,292	15,144
Rent subsidy	2,470	1,875
Mortgage subsidy	3,110	3,381
	43,275	59,817
<b>Expenses:</b>		
Amortization	1,603	1,644
General operating expenses	1,653	2,814
Insurance	501	633
Maintenance and repairs	384	3,010
Mortgage interest	1,653	2,171
Salaries and benefits	21,307	35,564
Telephone	2,219	2,432
Travel	1,333	783
Utilities	5,058	5,185
	35,711	54,236
Excess of receipts over expenses	7,564	5,581
Division net assets, beginning of year	54,360	48,779
Division net assets, end of year	\$ 61,924	\$ 54,360

**GATEWAY PLACE**  
**(A Division of The Brenda Strafford Foundation Ltd.)**

**STATEMENT OF FUNDING BY THE BRENDA STRAFFORD FOUNDATION LTD.**

	<u>Year ended March 31</u>	
	<u>2011</u>	<u>2010</u>
Funding by The Brenda Strafford Division Ltd. during the year	\$ 27,403	\$ 39,417
Cumulative funding by The Brenda Strafford Division Ltd., beginning of year	<u>261,851</u>	<u>222,434</u>
Cumulative funding by The Brenda Strafford Division Ltd., end of year	<u>\$ 289,254</u>	<u>\$ 261,851</u>

**GATEWAY PLACE**  
**(A Division of The Brenda Strafford Foundation Ltd.)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**MARCH 31, 2011**

1. Description of business:

Gateway Place (the "Division") commenced operations in April 1998 and is a division of The Brenda Strafford Foundation Ltd., a registered Canadian charitable organization. Gateway Place provides housing and counseling for single women experiencing domestic violence.

2. Significant accounting policies:

a) Amortization-

Capital assets are recorded at cost. Amortization is provided using the declining balance method at the following annual rate:

Building	2.5%
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b) Financial instruments-

The Division's financial instrument consists of a mortgage payable.

It is management's opinion that this Division is not exposed to significant interest, currency or credit risks arising from these financial instruments. The fair market value of these financial instruments approximate their carrying value.

c) Measurement uncertainty-

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the period. Actual results could differ from those estimates.

d) Capital Management

Capital is comprised of the Division's net assets and debt that it may issue. As at March 31, 2011, the Division's net assets were \$61,924 and has outstanding debt of \$50,591. The Division's objectives when managing capital are to continue as a going concern to protect its ability to meet its on-going liabilities. Funding received for designated purposes must be used for the purpose outlined by the funding party. Protecting the ability to pay current and future liabilities includes maintaining internally determined capital guidelines based on risk management policies.

e) Capital management requirement

The Division current has no mortgage covenants or any external funding restrictions.

**GATEWAY PLACE**  
**(A Division of The Brenda Strafford Foundation Ltd.)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**MARCH 31, 2011**

3. Capital assets:

	2011		2010	
	Cost	Accumulated amortization	Net book value	Net book Value
Land	\$ 50,000	\$ -	\$ 50,000	\$ 50,000
Building	87,230	24,715	62,515	64,118
	<u>\$ 137,230</u>	<u>\$ 24,715</u>	<u>\$ 112,515</u>	<u>\$ 114,118</u>

4. Mortgage payable:

	2011	2010
Mortgage payable bearing interest at 2.76% per annum, repayable in blended monthly installments of \$770 to February 2017. The mortgage is secured by land and building with a net book value of \$112,515.	\$ 50,591	\$ 58,258
Less: Current portion	7,919	7,420
	<u>\$ 42,672</u>	<u>\$ 50,838</u>

Estimated future principal repayments are as follows:

Period ending March 31, 2012	\$ 7,919
2013	8,049
2014	8,364
2015	8,702
2016	9,015
Subsequent	8,542
	<u>\$ 50,591</u>

5. Related party transactions

There were no sums or other considerations paid to any related party during the year.

6. Cash flow statement:

A statement of cash flows has not been included in these financial statements as the Division does not have a bank account as The Brenda Foundation feels that the division has insufficient cash flow to require a separate bank account. Therefore bank transactions are recorded in the main operating account of The Brenda Strafford Foundation.

