

2010



Annual

Report

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Table of Contents

Message from the Leadership	4
Treasurer's Report	5
Youth4Change Program	6
Connect Family and Sexual Abuse Network	7
Funding Partners	8
Crisis Intervention and Counselling	9/10
Police and Court Support Program (PACES)	11
Volunteer and Community Engagement	12
Education and Training	13



"The CCASA staff and volunteers are the most committed group of individuals. Their energy and passion continually inspire me."

- Danielle Aubry,
Executive Director



Message from the Leadership

CCASA was presented with unique opportunities and challenges in 2010 as we celebrated our sixteenth year of delivering sexual abuse and sexual assault education and support services to Calgary and surrounding areas.

We are proud of the hard work, energy, and creativity that the CCASA staff dedicates to this issue through client and community work. As leaders of the organization we are humbled by the deep commitment of the staff and volunteers and the bravery of individuals, families and the broader community to address this very personal and devastating issue.

CCASA's mission is to provide leadership to impact attitudes and actions around sexual abuse and sexual assault and in keeping with this mission we have continued to provide strong programming and public awareness and education to meet this challenge. Throughout the year, CCASA staff and volunteers met and talked to many people who shared personal and moving stories of their own or their loved ones, sexual abuse and sexual assault experiences. Their courage inspires us as an organization to continue moving forward to work toward change to someday see a significant decrease in these crimes.

In the latter part of the year, CCASA was in an extremely challenging position of having 150 people on our waiting list for counselling. We know how difficult it is for people to reach out for help, and having to put a person on a waitlist for counselling impacts us to the core of our work and our hearts. The agency made a public appeal for support and understanding of how devastating this situation can be, and we were thrilled to see a level of support from the public that we had never seen before. It was heartwarming and the staff at CCASA felt uplifted and hopeful by the response.

As we move forward, we are confident that our current and future supporters will remain dedicated to the mission of CCASA and our goal of reducing both the prevalence and the impact of sexual abuse on individuals and communities. CCASA is committed to meeting the needs of our community members and will continue to advocate for healthy communities free of sexual abuse and sexual assault. We look forward to 2011 and the exciting challenges and opportunities it will bring us.

Danielle M. Aubry, Executive Director
Doug Page, President

Treasurer's Report

2010 was a year for adjustment and uncertainty as our economy slowly started to transition from recession to recovery. And though we saw an economic upswing, many organizations were still conservative with their budgets. As non-profit organizations are mandated to fund-raise in order to have the means to support the needs of the community and promote social change, we were faced with some challenges surrounding our financial resources as the charitable sector is typically the last to recover in a recession.

We were very fortunate to have had the continued support from our major funders, the United Way of Calgary and Area; Family and Community Support Services (FCSS); Alberta Solicitor General; and Alberta Children and Youth Services. CCASA also had the support from a number of organizations through employee matching programs, project funding and philanthropic donations.

Overall CCASA came through 2010 in a strong and stable position. We maintained current financial and staffing levels which allowed us to also maintain service delivery levels.

The increased and continued demand for services inspires us to look for more and creative ways to financially and otherwise meet these needs.

We are extremely encouraged heading into 2011, and are forecasting positive things to happen for CCASA.

Sherry MacDonald, Treasurer

*To view our 2010
Audited Financial
Statements
please visit
calgarycasa.com*





Youth4Change Program

In May 2010, CCASA was extremely excited to offer the Youth4Change Program for a second summer. With returning members Kara, Alex and Joseph and new member Joe, the team developed an action plan to get youth talking about sexual abuse and sexual assault in their communities. “We visited a bunch of youth serving organizations and post-secondary schools and we hit Calgary’s streets talking to people about what we do at CCASA and the issue of sexual violence,” says Youth4Change member Alex.

Building on the work they had done in the previous year, the Youth4Change team began distribution of their posters around youth populated areas in the city. They also used t-shirts which displayed proactive key messages about sexual assault and the topic of consent, to stimulate discussion amongst their peer groups. The group also focused on talking about common myths around sexual abuse and sexual assault and what role their generation has in this issue.

In conjunction with CCASA staff members, the Youth4Change team developed content for a new youth website to create an educational and informational resource for youth to learn about the issues of sexual violence and what they can do to help increase awareness and change attitudes around this crime.

Following the conclusion of their summer initiative, and with funding from the Calgary TELUS Community Board, CCASA hired LouderThan10, a website development team, to move forward with the youth’s website which is expected to be launched in June 2011.





www.connectnetwork.ca



Connect Family & Sexual Abuse Network

CCASA is thrilled to maintain its strong relationship as a member of the collaborative - CONNECT Family and Sexual Abuse Network. Over the past year, the collaborative partners continued to develop and implement new ways of working together aimed at increasing access to services and streamlining program delivery.

One of the partners, Alberta Health Services, began offering a follow up clinic for recent survivors of sexual assault at the Sheldon Chumir Health Centre. After receiving services made available by the Sexual Assault Response Team, survivors of recent sexual assault can now return to a familiar setting to have their follow-up health needs attended to. CCASA counsellors are also available on-site to provide emotional and social support.

Another partner, Calgary Police Services, began offering the services of a police constable on-site at the Sheldon Chumir. The constable is available to provide information and support to help professionals and their clients gain easy and appropriate access to police services.

We believe that CCASA's partnership with CONNECT is vital to the community. These two examples of the many successful initiatives undertaken by collaborative partners over the past year are evidence of what is possible when agencies work together to make a difference.

FUNDING

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FCSS supports the “Who Do You Tell?”™ child sexual abuse education program by funding trained facilitators to deliver the curriculum in both Calgary Public and Catholic school systems. These educators also deliver specialized training workshops to professionals and to the Calgary community members at large in order to empower people to address the often silenced issues of sexual abuse and sexual assault.

Government of Alberta ■

Funding from Alberta Children & Youth Services supports the Crisis Intervention & Counselling Programs, as well as the Education & Training Program to increase awareness around sexual assault and sexual abuse, particularly within domestic violence situations.

Government of Alberta ■

CCASA receives funding from the Alberta Solicitor General Victims Programs, which directly benefits the Police and Court Education & Support (PACES) Program.



United Way
of Calgary and Area

United Way of Calgary and Area remains one of CCASA's major funders. This community investment allows CCASA to fund and operate its Crisis Intervention and Counselling Programs as well as its Volunteer & Community Engagement Program.



FirstEnergy Capital continued to support CCASA's services and activities in 2010. CCASA has been very fortunate to have had the confidence of this wonderful and philanthropic corporation for numerous years.



TELUS Calgary Community Board generously funded the development of CCASA's Youth4Change website:
www.ccasayourworld.com



CCASA members volunteered at a two-day casino in 2009, resulting in CCASA receiving funds that continued to benefit all programs and services throughout 2009 and 2010.

DONATIONS

CCASA would not be what it is today without the incredible support from the public through donations to our various programs. We cannot thank you enough!

87% of clients reported feeling less isolated and more connected to the community after counselling with CCASA staff.



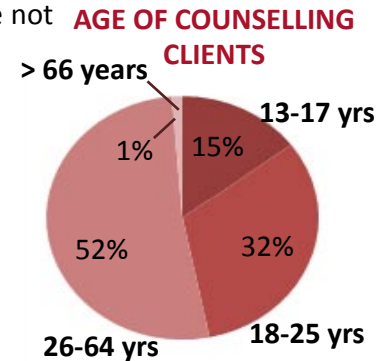
Crisis Intervention & Counselling

The ethical delivery of the Crisis Intervention and Counselling Programs requires educated professionals with specialized skills and expertise who process traumatic information without judgment, in their support to clients. It is demanding work both professionally and personally, and becomes even more difficult when an individual reaches out for help and has to be placed on a waitlist. Over the past year and a half, CCASA has experienced tremendous pressure from increased requests for these two programs. And though CCASA is working to decrease the waitlist, we make sure the individuals who are on it are not forgotten. Our counsellors keep in regular contact with these individuals continually reassessing their needs as we recognize the incredible amount of strength our clients are displaying in reaching out for our support.

CCASA remains a learning organization and works to support excellent service provision by providing ongoing and relevant training for all staff. The counselling staff expressed the desire to learn more about trauma and complex trauma which they deal with daily. These staff members attended a 4 day workshop with trauma experts John Briere and Christine Courtois as well as local trauma expert Anna Asgill Winter who was contracted to work with the staff throughout the year. This has provided a solid base of confidence and knowledge for the staff which has in turn significantly benefitted individuals in the counselling program. *“The counsellors and support were absolutely awesome. They helped me through a very difficult emotion - fear. They made me feel like such an important person and made me feel valuable.”* - CCASA Client

CCASA remains committed to working with partnerships that address complex and interrelated issues such as addictions and sexual abuse as well as reaching out to the rural community. CCASA has maintained partnerships with Aventa Treatment Centre and the Okotoks Health and Wellness Centre, providing counselling to clients one day per week.

We look forward to the challenges that 2011 will bring as we continue to transform our agency to meet the emergent needs of our community.



Police And Court Education & Support

For many survivors of sexual abuse and sexual assault, choosing to engage in the criminal or civil legal systems is a difficult and overwhelming decision. Many fear the judgment of having to publicly recall their experience of abuse numerous times, or fear having to face their abuser in court. The process is often time consuming, arduous, and re-traumatizing. CCASA believes that people should not have to go through this alone, and that survivors have the right to feel informed throughout the legal process.

The Police and Court Education and Support Program (PACES) exists specifically to support and advocate for survivors as they navigate the legal system. The PACES program is unique as it can be accessed by survivors of sexual abuse and assault and their support people at any point in the legal process - from contemplating reporting to police or pursuing a civil suit; to having to testify in court, or prepare a victim impact statement. The program is flexible in both the type and duration of support that is offered.

CCASA's PACES support workers recognize that sexual abuse and sexual assault survivors can sometimes feel powerless when they are dealing with the legal system. To make their experiences as positive as possible we provide our clients with in-depth information and keep them involved with the process every step of the way.

Demand for the PACES Program continues to grow as more sexual abuse and sexual assault survivors are made aware of the program and its services through CCASA's outreach and education programs and referrals from our partners such as the Calgary Police Service, the Crown and other community agencies.



Community Engagement and Volunteer Program

25
Volunteers
who we cannot
thank enough



Engaging the Community

At CCASA we believe that by creating a healthy dialogue about the issues of sexual abuse and sexual assault within our community, we positively impact attitudes and beliefs, ultimately changing the climate of tolerance and denial around sexual violence.

Throughout the year CCASA attended 14 booths at festivals and events throughout Calgary and surrounding areas where our staff and volunteers spoke to the public about the impact of sexual violence and the role CCASA plays. These community engagement activities provided direct access to 1,403 individuals which resulted in many sexual abuse and sexual assault disclosures.

Studies show that 1 in 3 girls and 1 in 6 boys will experience at least one incident of sexual abuse before their eighteenth birthday. We believe everyone in our community needs to understand the issues surrounding sexual abuse as well as how to respond to these as there is a very high likelihood that we will all know someone who has been affected by it. {Badgley Report 1984}.

Volunteers

Margaret Mead said, “Never doubt that a small group of committed people can change the world. Indeed, it is the only thing that ever has.”

CCASA volunteers are highly committed individuals motivated by a desire to make substantial contributions to the issue of sexual violence. Through 20-hours of training, our volunteers gain significant skills and knowledge on the issues of sexual abuse and sexual assault. We see these individuals as ‘ambassadors of change’ who not only work with CCASA but who also create awareness within their own circle of friends and family members, breaking the silence around this issue.

In 2010 we worked towards developing further opportunities for volunteers as our programs continued to grow and develop, such as public education and court accompaniment. We hope to continue expanding the volunteer program by providing these individuals with meaningful experiences to impact their lives and those around them.

1600
children
reached in
2010



Education & Training

“Who Do You Tell?”™ Child Sexual Abuse Education

The “Who Do You Tell?”™ child sexual abuse education and safety program is delivered in both Public and Catholic schools in Calgary. Using a three-pronged approach by educating children, parents and teachers, the curriculum empowers the school community to address the issues related to child sexual abuse in a safe, compassionate and energizing format.

Research and our experience demonstrates that children and youth gain from ongoing and consistent sexual abuse education and messaging through a variety of means such as the school community, parents, peers and social media. Child sexual abuse programs such as “WDYT?”™ are effective as they increase disclosures that may prevent re-victimization; reduce the stigma and self-blame that victim’s feel; and educate parents, teachers and other community members about sexual abuse, so that children and youth may have access to support necessary to reduce the long-term impacts. CCASA is working with other international experts to expand the “WDYT?”™ curriculum. We want to include more frequent and intense education about all forms of abuse, as well as information on healthy relationships and what they encompass.

Sexual Abuse & Sexual Assault Presentations

Even among trained professionals, sexual abuse and sexual assault are daunting issues to address. A critical solution to this has been to build community capacity by developing a standardized curriculum that provides awareness of the realities of sexual abuse and sexual assault, and training to develop specialized skills to address and respond to disclosures. As capacity increases, there will be greater safety for victims to talk about their experiences and a decrease in tolerance for offending behaviours. This vision is multi-layered as it creates a much needed platform for significant changes in societal beliefs about sexual violence while also addressing and encouraging people to talk about their traumas - both which are needed to elicit change in our communities.

In 2010, CCASA delivered 70 awareness and skill building presentations to government, public and non-profit organizations. 97% of participants who attended these presentations reported an increase in understanding of the overall issues surrounding sexual violence.

