



**Inform. Educate. Empower.**

**2012**

**ANNUAL REPORT**



**ccasa** Calgary Communities Against Sexual Abuse

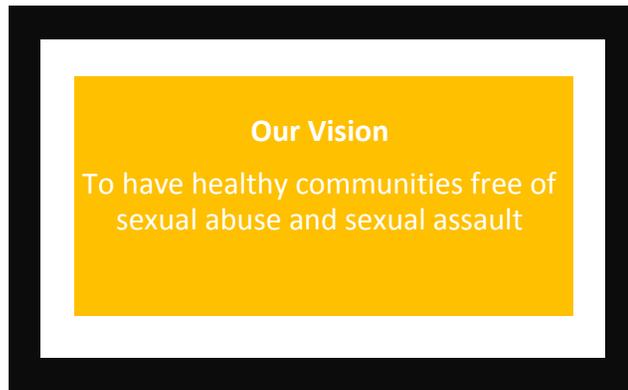
## **SEXUAL VIOLENCE PREVENTION**

**INFORM. EDUCATE. EMPOWER.**



**We all have something to gain by  
becoming involved in the prevention  
of sexual violence**

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**Leadership**

**Support**

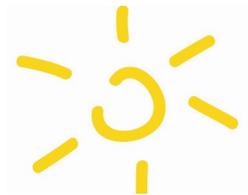
**Change**

**Collaboration**



*"Thank you CCASA for strengthening your resolve to support sexual assault survivors. Some of us are alive, directly because of your involvement in our lives, and no 'thank you' is ever going to begin to describe my appreciation."*

- CCASA Client



# CCASA Board of Directors

The members of CCASA's Board of Directors are elected from and by the agency's membership. CCASA's board works closely with the Executive Director and leadership team to establish the strategic direction of the agency, to ensure the strongest service and program delivery for our community members and CCASA clients, along with accountability and ongoing growth for the organization.

The CCASA Board of Directors saw some changes take place in 2012. President Doug Page left CCASA after nearly ten years of involvement with the agency. Vice President Ann Harding and Director Alana Casement also left the board. Treasurer Sherry MacDonald and Secretary Tanya Clarke assumed new responsibilities and moved into the positions of President and Vice President respectively. CCASA also welcomed new members Leigh Anne Sturmy and Arleigh Vasconcellos to take over roles of Treasurer and Secretary.

## CCASA Board of Directors 2012

President	Sherry MacDonald
Vice President	Tanya Clarke
Treasurer	Leigh Anne Sturmy
Director	Mireille Harris
Secretary	Arleigh Vasconcellos



**Back Row:** Leigh Anne Sturmy, Sherry MacDonald, Mireille Harris, Danielle Aubry

**Front Row:** Ann Harding, Arleigh Vasconcellos, Tanya Clarke

# Message from the Leadership

**“A leader takes people where they want to go.**

**A great leader takes people where they don’t necessarily want to go but ought to be”**

- Rosalynn Carter

CCASA has been a significant leader in bringing awareness of the crime of sexual violence to the forefront. Our goal from the onset has been to offer counselling and support to individuals who have been impacted by sexual violence, and to educate society about this crime, the impacts that it has on survivors, and the underlying attitudes that help perpetuate its normalcy. Through our front line work and years of experience in the field of sexual violence, we have learned a considerable amount surrounding this crime and have been able to reach out to our communities and educate people about it. We know that sexual violence is a challenging societal issue as it can be a very uncomfortable and difficult topic to discuss. But we know that in order to effect change and make this a truly intolerable crime, all levels of our community need to engage in this discussion.

2012 was a year of opportunity, growth, challenge and change. We continued our relationship with the United Way of Calgary and Area GAIN team who worked with CCASA defining and redefining our ten year strategic growth and business development plan. We grew our agency by an extra counsellor to increase our capacity and be able to reach out to more individuals needing our services. We addressed the ongoing challenge of having a waitlist and held two waitlist information sessions on CCASA services. During these sessions, the facilitators were able to support participants by recommending coping strategies to help with their personal healing journeys while having to wait for counselling services to become available.

We also engaged in a number of new initiatives this year in hopes of extending information and resources to a larger demographic. One such initiative was the child sexual abuse website that is set to launch in 2013. This resource will provide interactive and engaging educational tools for children and youth and will provide adults with a plethora of information as well as outlining examples for “teachable moments”. It is our hope that this will become a resource across the country and possibly extend to an international audience.

CCASA is extremely grateful to the organizations and government agencies who financially contribute to our agency which allows us to do the work we do. What we accomplish daily is nothing short of incredible, and there are no facts or figures that can completely quantify the achievement and impact of our efforts.

## Message from the Leadership Continued...

Because of the hard work, dedication and commitment from our staff, board members, community partners, and funders we are able to offer help, support and hope to those impacted by sexual violence.

Moving forward, we are inspired by the belief that the contours of our future are shaped only by what we dare to dream, and that our vision of having communities free of sexual abuse and sexual assault can become a reality tomorrow.

Thank you to all for your continued help and support as we move into 2013!

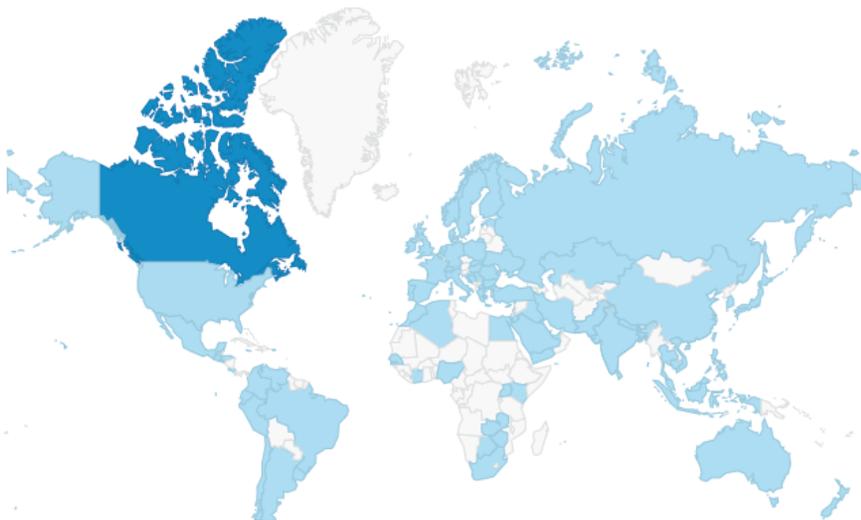


*Sherry MacDonald*  
**Sherry MacDonald**  
**Board President**



*Danielle Aubry*  
**Danielle Aubry, MSW, RSW**  
**Executive Director**

### COUNTRIES ACCESSING CCASA's WEBSITE



### CCASA Website Analytics

In 2012, the CCASA website ([www.calgarycasa.com](http://www.calgarycasa.com)) received 20,751 visits from individuals accessing our resources from all over the world. As an agency, we recognize that sexual violence is an issue that impacts individuals from every corner of the world and are glad that we are able to support those in need of information and services locally, nationally and internationally.

We hope that CCASA can continue to be a resource for those impacted by sexual violence, from whatever corner of the world they may access us from.

# CCASA Highlights from 2012

## Calgary Herald Christmas Fund

The Calgary Herald Christmas fund was an initiative started by a group of Herald reporters hoping to inspire Calgarians to give back to their communities. The purpose of the Christmas Fund was raise awareness around critical social issues; raise the profile of some of the city's social agencies and provide an opportunity for Calgarians to respond to those needs through personal and organizational donations. CCASA submitted an application outlining our agency needs and from hundreds of applications from other charitable organizations was most fortunate to have been one of the 12 charities chosen. On top of receiving a significant donation of \$126,282.65, we were profiled in the Calgary Herald newspaper twice with stories showcasing the important work we do in our communities.

One of the services we outlined as a pressing need supports our specialized sexual violence addictions counsellor. At CCASA, all of our counsellors have clients on their caseload that have addiction and sexual violence histories. We know that it takes a lot of strength, courage and resiliency for survivors to manage the impacts from their abuse and though substance abuse is not the coping mechanism for all survivors, it can be a coping mechanism for many. When counsellors understand the role that substances play in managing trauma symptoms, they are better equipped to help their clients with their recovery by decreasing future long term effects from their sexual violence as well as significantly minimizing an addiction relapse. Having a specialized sexual violence addictions counsellor who is able to relay her in-depth knowledge on the correlation between substance abuse and sexual violence and pass forward her counselling strategies in working with both issues simultaneously to best support the needs of her clients, further supports all of CCASA's counselling team in helping their clients who are dealing with both sexual abuse/sexual assault and addictions.

Thank you Calgary Herald for recognizing our need and supporting the work we do!

## Penny Fundraiser

With the announcement by the Canadian government that the penny would be taken out of circulation in 2012, CCASA saw a unique opportunity to raise both funds and awareness for our agency. CCASA reached out to the community seeking support in donating soon to be un-useable pennies to our organization. We had a great response from individuals and organizations and received \$4022.75 in penny donations.

We were thrilled to have the community support that we did and felt inspired knowing the work we have done in educating communities about sexual abuse and sexual assault has helped move this crime out of the shadows.



# Child Sexual Abuse Website

In 2012 CCASA embarked on an important task to bring more awareness surrounding the crime of child sexual abuse to the public. CCASA realized that there was an information service delivery gap in this area, and saw the need to create a resource for those needing information and support. It was decided that creating a child sexual abuse safety and information support and resource website for children, adolescents, adults and educators would be the best means to reach the largest number of people.

At CCASA we believe that education and information empowers individuals to take action in response to the crime of child sexual abuse and works to reduce the risk of this crime and its effects on child survivors and their families. Child sexual abuse is a crime that affects a significant number of children in our communities every day. Statistically, about one in three females and one in six males will experience some form of sexual violence or exploitation in their lifetime and about four in five of the sexual abuse and sexual assault survivors will be under the age of 21 years when the offences are first committed against them (Badgley Report, Volume 1, 1984).

Children and youth are the most vulnerable to experiencing various forms of sexual abuse in their young lives due to their physical and emotional dependency on adults; their isolation from community supports; the belief in the myth that strangers mostly perpetrate sexual abuse; and most of all, their tendency to believe that sexual abuse when it happens is their own fault.

Sadly more often than not, these young survivors are left on their own to deal with these experiences and subsequent impacts for years. Although we believe that addressing child sexual abuse must be a community response and that educating children is part of this, we do not believe that children are responsible for stopping or preventing abuse.

We do believe that it is important to educate children on child sexual abuse just as they receive other safety information about other areas of concern (i.e.) fire safety; staying home alone safety etc., as it is important that they have the knowledge and tools to recognize abuse and tell an adult if something were to happen to them. The new website will feature a variety of educational resources for adults, adolescents, children, and teachers. This site will also be unique in having a number of fun, helpful and educational resources for children who visit the site in order to learn about child sexual abuse in an interactive way.

A special thank you to two companies who supported our initiative and funded this project. Thank you to Golder Associates Ltd. and Vista Group Inc., who both donated generously to allow for the creation of this website, and for supporting our goal of bringing a valuable and greatly needed educational resource to the public.

The Child Sexual Abuse website will be launched in 2013 ([www.whodoyoutell.com](http://www.whodoyoutell.com)).



## Updated CCASA Website

CCASA has been a significant leader in bringing awareness of the crime of sexual violence to the forefront, but felt as though our website did not showcase all of the great initiatives CCASA had been involved with. It was decided to update the website to reflect more accurately the forward thinking organization we are. The website has been well received and we have had great feedback from people coming to our site:

***“I just went to your website. Wow! Awesome, easy to navigate and so many great links to much needed information. I am so glad it has resources for men — I know that for a long time this has been an issue. Much appreciated!”***

- Donald. Feminist writer for The Men’s Project

To view the updated website please visit: [www.calgarycasa.com](http://www.calgarycasa.com)

## Scotia Bank Calgary Marathon Charity Challenge

On May 27, 2012 CCASA participated in the Scotia Bank Calgary Marathon Charity Challenge. The Charity Challenge supports local charitable organizations in their goals of raising awareness of, and funds for, the important work they do.

CCASA was very excited to be a part of this event and had staff, support partners and volunteers running either the 5 km, 10 km or ½ marathon for our cause. We saw this as a unique opportunity for staff team building, awareness raising for our agency and a great way to get in shape!

CCASA was able to raise \$1000.00 to go towards our programs and services.

Great job team!



CCASA 5 km runners

# Crisis Intervention and Counselling

## CCASA Counselling Services Overview:

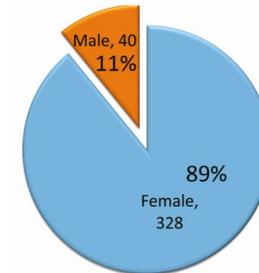
CCASA provides **crisis intervention** and **short term counselling** for up to 12 weeks for male and female survivors of sexual violence and their support persons. Services include assisting the survivor and loved ones in dealing effectively with the acute stage effects of sexual abuse crisis (whether past or recent). The program covers immediate impact, emotional and behavioural reactions and also addresses practical issues an individual may be dealing with at the time.

**Group counselling** offers survivors of sexual abuse and sexual assault support and counselling in a group setting. It is offered in the evening, once a week for two hours, over a twelve-week period. The groups are for either men or women, but are not offered in mixed groups. Groups include: adult female survivors of childhood sexual abuse, adult female survivors of sexual assault, adult female survivors of childhood sexual abuse who have also experienced domestic violence in their adult relationships, male survivors of childhood sexual abuse, male survivors of sexual assault.

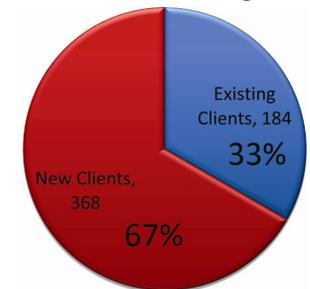
2012 counselling overview:

- CCASA assisted 552 total clients with 368 new to our agency. Of the new clients, 328 were female and 40 were male. In addition to one on one counselling, CCASA facilitated two group counselling sessions—one art therapy group for female survivors of sexual violence and one for male survivors of sexual violence.
- CCASA continued its counselling outreach relationships with Aventa Addiction Treatment for Women and the Urgent Care Services in Okotoks. At Aventa, a CCASA counsellor supports female sexual violence survivors who are also dealing with addictions, and at the Urgent Care Services, a CCASA counsellor travels to their facility to help individuals outside Calgary city limits receive support.
- CCASA facilitated a weekend of celebration, personal growth and healing for female survivors of sexual abuse and sexual assault at Camp Chief Hector. The weekend highlighted and celebrated the strength, courage, empowerment and healing journeys of ten women in a supportive environment of sharing, self awareness, peer support, group activities and self care.
- CCASA currently has a waitlist for counselling services. This has been an ongoing concern for us and we are constantly working towards finding effective and timely ways to support individuals who have been impacted by sexual violence.

2012 New Counselling Clients



2012 Total Counselling Clients



*"Compared to any other counselling, which felt like a pat on the head, this has been the most positive thing I've ever done for myself!"*

- Male sexual abuse survivor and CCASA client



# Men's Counselling Group

In November 2012, CCASA offered a unique counselling and healing experience for male survivors of childhood sexual abuse. A men's counselling group was offered to a group of males who had done individual counselling with CCASA and were seeking a new form of support and new ways to progress on their healing journey.

Many male sexual abuse and sexual assault survivors report a serious lack of recovery services and support to help them through their trauma. Along with lack of resources many male survivors fear being disbelieved, ridiculed, shamed, and accused of weakness, or in the case of heterosexual men being perceived as gay. Male survivors often fear being blamed for their own victimization because they were not able to protect themselves or prevent it from happening. Most male survivors choose to never reveal their abuse, even to people they know and trust, and live with their pain and suffering untreated and in complete silence.

CCASA's group counselling session presented an opportunity for male sexual abuse survivors to connect with other men who had been through similar trauma from their abuse and allowed them a space to know they were not alone.

The group consisted of seven men and ran for 12 weeks with a two hour session each week. There were two facilitators for the group - one female and one male, who worked together to create a positive and supportive atmosphere for the participants. Each session had a topic or theme for exploration and the participants in the group were encouraged to engage in discussion.

The group helped to create a community amongst each other in a safe supportive environment where they could freely and without judgment, share very profound and complex feelings and emotions in their time of healing.

This group allowed men to talk about their experiences and challenge some of the myths that society may hold against male sexual abuse and sexual assault survivors. The men who attended this group reported that they felt a sense of camaraderie and togetherness along with feeling they were able to be more engaged and present with their spouses and children. They reported positive outcomes and were pleased with the progress they had made during their group involvement at CCASA.

CCASA will be facilitating another men's group in the fall of 2013.





*“I was excited that I was actually taking another step in really exposing the wound for what it was and trying to come to terms with it and make any stride toward healing it”*

### Calgary Herald Article December 14, 2012:

Sherri Zickefoose:

**Experts say most men who experience sexual assault choose never to reveal it, not even to wives, partners and those closest to them.**

The sexual attack he suffered as a child tormented Kevin well into middle age, like a ticking time bomb planted with cruelty, without conscience or care.

The abuse at the hands of an adult went unnoticed, and was eventually suppressed out of self-preservation.

“I’d been walking with a cloud over my head for years,” said Kevin, who was sexually abused at the hands of an adult from age 13 to 16.

He’d kept the fear and humiliation hidden in a corner of his mind for 35 years. But Kevin says he struggled daily. Five years ago, he knew he had to start dealing with his painful secret “It took me a while to get the courage up to actually talk to someone about the abuse. When I got to the point in my life that I was ready to make that revelation, my doctor was the one who got the ball rolling,” he said.

The doctor’s advice was a referral to Calgary Communities Against Sexual Abuse.

As the only agency in the area offering specialized counselling and group support for male survivors of sexual violence, CCASA offered Kevin what he had been ardently searching for.

## Calgary Herald Article Continued...

“I was excited that I was actually taking another step in really exposing the wound for what it was and trying to come to terms with it and make any stride toward healing it. “It’s been a real journey for me.” The relief was welcome, but it wasn’t easy. Through 12 weeks of one-on-one counselling, Kevin says the empathy and acceptance he received made an immediate difference.

“Compared to any other counselling, which felt like a pat on the head, this has been the most positive thing I’ve ever done for myself,” he said. As he searched online to learn more about how to deal with being a male abuse victim, Kevin says he found little help for men. Statistically, one in six boys will experience unwanted sexual advances before they’re 18, according to the 1984 Badgley Report on Sexual Offences Against Children.

That means millions of Canadian boys and men are victimized each year and more than half were threatened or physically coerced. Experts say most men who experience sexual assault choose never to reveal it, not even to wives, partners and those closest to them. Male victims of sexual abuse have the added complication of feeling weak for not being able to protect themselves and prevent the attack, experts say.

The effects are crushing, said Kevin. “Before, I was looking for reasons as to, ‘Why me?’ and answers like ‘How can I get vengeance?’ Counselling has made me more accepting and made me realize I can’t change the past. The equipment I feel I’ve got from CCASA is to live my future,” he said. “It’s pretty powerful stuff.”

The organization’s new men’s group will go far in offering survivors a safe place to begin sorting through the hurts that have haunted them for a lifetime.

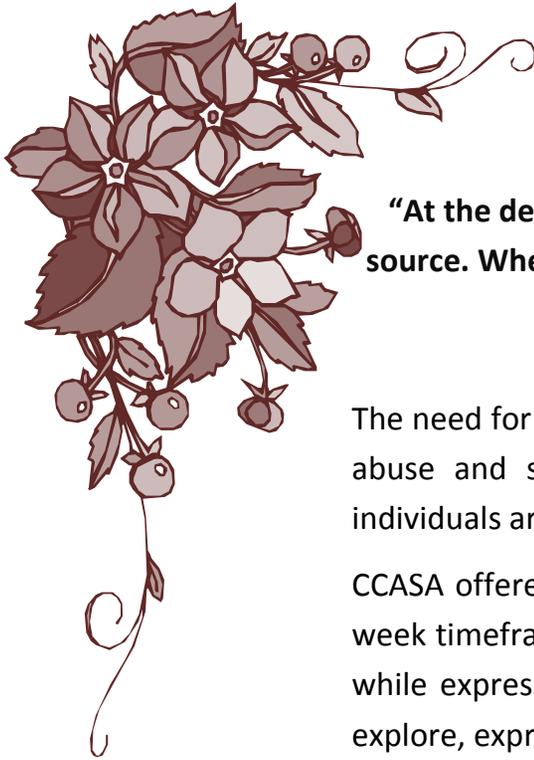
“It’s the knowledge you’re not alone. This puts you in a room with men you don’t know exist. You feel so isolated, but this will help these victims feel less like victims and more prepared for the future.”

Opening up to talk about traumatic childhood sexual abuse is terrifying, Kevin says, but eventually something’s got to give. “I really felt like before I was really disingenuous. I blamed the child for not being stronger and having the ability to tell others at the time. I put a lot of distance and became detached from my childhood.” That attitude can cripple a man, he said. But through counselling, Kevin was able to look at his past coping tactics with a new eye.

“My counsellor told me what a great thing I did, what a terrific thing you were able to do for yourself. It made me more connected to that child.” Attitudes toward men who suffered as children at the hands of sexual predators need to change, he said. “We’re told to be strong, to suck it up, to walk it off, to be really stoic, and there’s certain things you’re not equipped to deal with as a child, or as a man, and I think sexual abuse is one of them.”

“The most important thing is knowing you’re not alone and knowing CCASA is there no matter what gender you are.”





# Art Therapy

**“At the deepest level, the creative process and the healing process arise from a single source. When you are an artist, you are a healer; a wordless trust of the same mystery is the foundation of your work and its integrity.”**

- Rachel Naomi Remen, MD

The need for expression of emotions is especially important in the healing journey for sexual abuse and sexual assault survivors and sometimes words alone can limit how some individuals are able to convey their emotions and feelings.

CCASA offered an art therapy group counselling session for seven female clients over a 12 week timeframe. Meeting once a week, participants were encouraged to share their stories while expressing themselves artistically. Art therapy can provide a safe way for clients to explore, express and give voice to their traumatic experiences and emotions.

As each sexual abuse/sexual assault survivor’s experience and feeling surrounding the violence that happened against them is personal and unique, art therapy is a way for each individual to express what they may be going through.

A client does not have to consider themselves a great artist in order to participate in art therapy nor is it important that the art look a specific way. Rather the process itself is an important tool in expressing emotions and finding a way to heal. Conversely, counsellors do not have to know specifically what the artwork means to the client but rather supports the creation process and through discussion, helps their client cope with their symptoms, trauma and experiences and together find strategies for healing.

The art projects are always the property of the client who created them.

## CCASA Art Therapy Creations



Permission was given to CCASA to showcase some artwork from CCASA Art Therapy Clients.



"At the time I felt very alone, like I was a girl taking on the world by myself.

Through the PACES process, I learned a lot from CCASA and I healed in a positive way because of their support. I couldn't have asked for anything better.

Going into court was nerve racking for me as a 15-16 year old girl at the time. I had no idea what I was to do or say for that matter. With the PACES program's help, I gained much more confidence in myself, knowing that I wasn't going into it alone. They helped me understand the legal system so I was prepared for what lay ahead of me.

I only have good things to say about the PACES workers. I met two amazing young women that helped me through my struggle. They shared guidance with me that I don't think I could have gotten anywhere else. Every time I came into visit, they were nothing but polite, respectful, caring and positive with me. I felt so at peace with my life while I talked to them about things.

They made me believe in myself. They made me understand that I am worth it and they made me love myself again.

I will never forget my positive experience with the PACES workers. The PACES program would be the first recommendation I would suggest to anyone who goes through what I did.

With all that I am thank you!"



- CCASA PACES client

# Police and Court Education and Support (PACES)

The Police And Court Education and Support (PACES) Program provides comprehensive, specialized, information, education, and support to past or recent survivors of sexual abuse and sexual assault and their families. PACES exists specifically to support and advocate for survivors as they navigate the legal system. PACES staff provide direct services which include crisis support, assisting with victim impact statements, accompanying clients to Police and Crown interviews, liaising with members of the criminal justice system, helping with financial benefits and restitution applications, giving information on system processes, providing post-court follow-up and making the appropriate referrals.

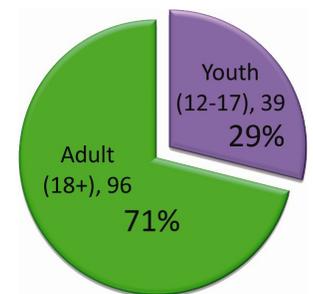
2012 saw the formalization of the referral process with the Calgary Sex Crimes Unit and CCASA. This process created a more direct link of connecting clients with the PACES team, which allowed for the Calgary Sex Crimes unit to reach and support more survivors of sexual violence. This process has also further enhanced the relationship between PACES and the Calgary Police Service.

The credibility of the PACES Program has become such that the Crown's office has been working together with the PACES staff so to better support their own work and involvement with sexual violence survivors. The Public Assistance Unit staff has also acted as a strong referral source for the PACES program, and routinely contacts PACES staff to ensure court preparation and support is provided for survivors and their families.

**2012 PACES Clients Breakdown**



**2012 New PACES Clients**



## Sexual Assault Response Team (SART)

CCASA is a partner with the Sexual Assault Response Team (SART) – a network of support service agencies (Alberta Health Services, Calgary Police Service, area RCMP, and the Crown Prosecutor's office) that work together to provide ethical, humane, specialized medical treatment and counselling services to sexual assault survivors up to 72 hours following a sexual assault. The service is available through the Sheldon Chumir and the Alberta Children's Hospital, though SART will travel to other hospitals when required. All SART team members are trained in providing specialized sexual assault care and work together in a manner to make a sexual assault survivor's experience at the hospital safe, respectful and as dignified and positive as possible under the circumstances.

Being a victim of the crime of sexual assault can be extremely traumatic and impacting for a survivor, thus on top of providing medical and counselling support, SART is able to provide some basic essentials that survivors may require at that time. This can include offering food or beverages (coffee; tea; water; juice), a change of clothing (underpants; sweatpants; t-shirt) as well as provide the opportunity for a survivor to be able to address a body health need such as brushing their teeth or taking a shower after being assaulted .

In 2012 SART supported 279 clients.

*"I have worked in mental health in the community for a number of years and no matter where I go and what community I work in, CCASA is always one of the most reliable, professional, consistent and flexible resources I use in my work.*

*I am yet again in a new position and this is one of the first resources I thought of!*

*Keep up the good work! I know you have been a tremendous support to many of my clients!"*



- Community Support Service Worker

# Outreach Program

The education and outreach team at CCASA operates with the goal to build cooperative and mutually supportive relationships with community groups and organizations to raise awareness of sexual abuse and sexual assault. They strive to enhance interpersonal functioning and a sense of empowerment for individuals throughout the community by providing accessible, ethical, accurate and relevant education and preventative programs that address sexual violence and its surrounding issues. 2012 marked a busy year for the education and outreach team with many professional, adolescent and parent presentations, along with informational booths.

CCASA recognizes that providing information and access to resources to professionals in Calgary is important in increasing community recognition and support around the issue of sexual violence. In 2012 CCASA gave 20 presentations on sexual harassment, sexual assault and healthy relationships to professionals in the community. Of the 282 participants reached in these presentations, over 90 per cent reported an increase in their awareness and knowledge on the issues and impact of sexual violence; an increased understanding of violent driven behaviors; an ability to speak more openly and accurately about sexual abuse and sexual assault; more confidence in their ability to recognize and respond to inappropriate sexual behaviors and an increase in their knowledge of community resources available.

In addition to the training and education initiatives CCASA also participated in 11 informational booths at community events. In various locations throughout Calgary, CCASA was able to reach out to approximately 600 individuals. Of these CCASA staff and volunteers had 29 individuals disclose incidents of sexual abuse or sexual assault and were thus able to offer help and support as well as provide CCASA as a resource.

In recognition of a need to engage males in ending men's violence against women, CCASA's two male employees formed and facilitated a Male Masculinity discussion group to discuss issues of masculinity and how the traditional ideals of 'what it means to be a man' can perpetuate the notion of violence as normal. Within the discussion groups members have been able to explore their own masculinity, social perceptions of masculinity, and talk about the gender power difference in our society that contributes to a culture of inequality and male violence.

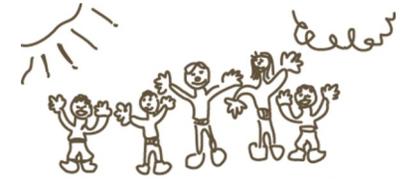
In 2012 Male Masculinity discussion groups were held monthly with an average of eight participants in each group. CCASA's male educators have been able to recruit young men from within the community as well as through educational institutions. They are always looking for new members to join.



# Education Program

## “Who Do You Tell?”™ Child Sexual Abuse Safety and Education Program

A child sexual abuse program is vital for the health and safety of every community, and every person has a role to play in keeping our children safe.



CCASA owns the rights to and delivers the child sexual abuse safety program “Who Do You Tell?”™ (“WDYT?”™) in both Public and Catholic schools within Calgary. Using a three pronged approach by educating children, parents and teachers, the curriculum empowers adults to address the issues related to child sexual abuse in a safe, compassionate and energizing format. The “WDYT?”™ program has been reviewed and gone through best practices and has been found to be an effective program in helping to reduce the risk of child sexual abuse and its effect on child survivors and families. It has also been evaluated as an effective tool in detecting young sexual offenders who may be abusing thus allowing them to access resources and receive treatment for this behaviour much earlier in their lives.

CCASA believes that adults need information about this issue and how to address it with children. Parents are encouraged to be the primary educators for their children around the issue of child sexual abuse and are taught how to talk comfortably with them on this sensitive topic. Parents and teachers are taught to identify indicators of child sexual abuse, and are given support and information on how to deal with disclosures of child sexual abuse. Overall, CCASA believes that education and information empowers individuals to take action in response to child sexual abuse and works to reduce the risk of child sexual abuse and its effects on victims and families

In 2012 the “WDYT?”™ program was presented at a total of eight schools which included eight teacher in-services, seven parent nights and a total of 145 “WDYT?”™ presentations to elementary students.

## Junior High Sexual Harassment and Sexual Assault Information and Education Presentations:

CCASA’s educational program strives to enhance interpersonal functioning and a sense of empowerment for individuals throughout the community by providing accessible, ethical, accurate and relevant education and preventative information that address sexual violence and its surrounding issues. These programs are based on the specific needs of diverse populations existing throughout Calgary and surrounding areas and promotes a philosophy of integrating healthy relationships with accurate information on sexual harassment and sexual assault in a non-threatening, non-judgmental way.

As many incidents of sexual violence occur within the age group of 12-17 years, CCASA has been conducting sexual harassment, sexual assault and healthy relationship presentations to junior high and high school students.

In 2012, CCASA presented to ten schools reaching an audience of over 1000 students.



# Youth4Change Program

CCASA's Youth4Change (Y4C) initiative was established in the summer 2009. Since that time the Y4C team has consisted of four summer students who engage other youth in conversations surrounding the issues of sexual violence and work towards changing behaviours and attitudes within their age group.

The summer of 2012 brought unique challenges and experiences for Y4C. The team was pushed to create change within themselves, their peer groups, and the broader Calgary community. At the start of the summer, the team created several goals for themselves. These were to continue to promote the Y4C brand at various community organizations and events, use the arts as a medium for youth to become engaged in the issue of sexual violence and create a "new attitude" around sexual violence.

The Y4C group canvassed the city streets, community hubs, and their own peer groups in order to spread positive messages around healthy relationships. The youth group introduced a "Green Dot Campaign"- a graphical representation depicting both the local prevalence of sexual violence (seen as a red dot), as well as a growing record of positive interactions supporting survivors (seen as a green dot) with the goal of seeing more green dots over the course of the summer.

Y4C became active members in other social agencies around the city, and participated in Right2Love meetings at Calgary Sexual Health. They also aligned themselves with a team of individuals

who advocate for the rights of persons with disabilities, particularly surrounding every person's right for healthy sexual relationships.

Y4C participated in the Gay-Straight Alliance (GSA) Roundtable to support the LGBTQ community.

In August of 2012 the Y4C team hosted an event called the New Attitude Party (NAP) which at its core, was a celebration of the change that has happened in our communities surrounding the issues of sexual violence, and ultimately, the new attitude of respect beginning to emerge in our society. The event featured a BBQ with a DJ and interactive booths for everyone who attended to learn about community resources and meet people. The Y4C members each spoke along with members of the Right2Love group and two community members who performed spoken word poetry about the effects of violence in the community. The event was very successful and just short of 100 individuals came out to support and join in the fun.

The summer of 2012 was filled with events and educational opportunities for the Y4C team to raise their awareness and profile among many youth in the community.



# Treasurer's Report

Because of the strong leadership from the Executive Director; the support from a solid management team; as well as from the unwavering backing from a diverse set of committed donors, our work to be able to support those impacted by sexual violence continued unabated this year.

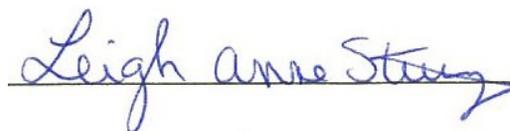
2012 was a year that saw new financial strategies and plans for CCASA as the agency moved forward with information and plans set in place from involvement with the United Way's GAIN team.

In terms of commitments from our major funders, CCASA is in the second year of a three year agreement with the United Way of Calgary and Area and the third year of a three year grant from the Alberta Solicitor General. We are awaiting word from Family & Community Support Services (FCSS) and Human Services to see where they are with their budgets and what they will be able to allocate to our service agency. We are fortunate to have continued funding from Alberta Children and Youth Services and First Energy Capital, as well as generous donations from community members.

With the grant funds from the Calgary Herald Christmas funds, we will be able to continue to support the addictions counselling position.

Our sublease ended July of this year and our head lease began the following month which meant a rent increase for the remainder of 2012.

We wholly appreciate the commitment from all of our community members, donors, collaborative partners; CCASA staff and board members whose willingness to stay the course on this very important journey allows us to keep moving forward with impacting attitudes and behaviours around the crime of sexual violence in our communities.



Leigh Anne Sturmy  
Treasurer



# Glimpse of 2012 Financial Statements

*\*For full audited financial statements including the notes referenced to in the following financial statements please visit Canada Revenue Agency.*

Statement of cash flows (as of December 31, 2012)	2012	2011(Restated)
<b>CASH PROVIDED BY (USED IN)</b>		
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenses	\$ 2,981	\$ 30,580
Non-Cash Transactions		
Amortization of Property and Equipment	8,185	7,708
Recognition of deferred contributions related to property and equipment	(3,598)	(3,600)
Changes in non-cash working capital		
Accounts Receivable	(98,450)	(33,600)
Goods and services recoverable	525	142
Prepaid Expenses	(6,698)	(6,496)
Accounts payable and accrued liabilities	3,179	1,406
Deferred contributions related to operations	48,588	(208,587)
	(45,288)	(199,455)
<b>INVESTING ACTIVITIES</b>		
Redemption/(purchase) of short-term investment	102,087	(1,836)
Purchase of property and equipment	(10,821)	(9,774)
	91,266	(11,610)
<b>FINANCING ACTIVITIES</b>		
Contributions received for property and equipment	-	(4,026)
<b>Increase (decrease) in cash</b>	<b>45,978</b>	<b>(215,091)</b>
Cash, beginning of year	154,950	370,041
Cash, end of year	\$ 200,928	\$ 154,950

**Calgary Communities Against Sexual Abuse Society**  
**Statements of Financial Position**  
**As at December 31, 2011 and 2012 and January 1, 2011**

	2012	2011	January 1, 2011
<b>ASSETS</b>			
<b>Current</b>			
Cash	\$ 200,928	\$ 154,950	\$ 370,041
Short-term investment (note 4)	103,941	206,028	204,191
Accounts receivable	177,626	79,177	45,577
Goods and services tax recoverable	7,055	7,580	7,722
Prepaid expenses	24,854	18,156	24,652
	<u>514,404</u>	<u>465,891</u>	<u>652,183</u>
<b>Property and equipment (note 5)</b>	<u>24,985</u>	<u>22,348</u>	<u>20,284</u>
	<u>\$ 539,389</u>	<u>\$ 488,239</u>	<u>\$ 672,467</u>
<b>LIABILITIES AND NET ASSETS</b>			
<b>Current liabilities</b>			
Accounts payable and accrued liabilities	\$ 27,704	\$ 24,525	\$ 23,119
<b>Deferred contributions</b>			
Related to operations (note 6)	398,285	349,697	558,285
Related to future acquisition of property and equipment	-	-	4,026
Related to property and equipment (note 6)	1,031	4,629	8,229
	<u>427,020</u>	<u>378,851</u>	<u>593,659</u>
<b>Net Assets</b>			
Invested in property and equipment	23,954	17,719	12,049
Internally restricted (note 7)	86,087	80,543	57,460
Unrestricted	2,328	11,126	9,299
	<u>112,369</u>	<u>109,388</u>	<u>78,808</u>
	<u>\$ 539,389</u>	<u>\$ 488,239</u>	<u>\$ 672,467</u>

Approved on behalf of the Board:

Director: Leigh Anne Steing

Director: Sherry Moore

Calgary Communities Against Sexual Abuse Society  
 Statements of Operations  
 For the Years Ended December 31, 2011 and 2012

	Alberta Children and Youth Services	United Way of Calgary and Area	Family and Community Support Services	Safe Communities Innovation Fund	Solicitor General	Casino	Connect Family and Sexual Abuse Net work	Capital	General	2012	2011
<b>Revenue</b>											
<b>Grants</b>											
United Way of Calgary and Area	\$ -	522,170	\$ -	\$ -	\$ -	\$ -	\$ 99,097	\$ -	\$ -	\$ 621,267	\$ 656,955
Alberta Children and Youth Services	369,155	-	-	-	-	-	-	-	-	369,155	383,670
Family and Community Support Services (note 8)	-	-	349,795	-	-	-	-	3,304	-	353,099	343,099
Safe Communities Innovation Fund	-	-	-	244,085	-	-	-	-	-	244,085	286,699
Solicitor General	-	-	-	-	150,000	-	-	-	-	150,000	150,000
The Calgary Foundation	-	-	-	-	-	-	35,548	-	-	35,548	14,452
United Way Donor Option	-	26,136	-	-	-	-	-	-	-	26,136	8,241
Muttart Foundation	-	-	-	-	-	-	-	296	-	296	296
Alberta Law Foundation	-	-	-	-	-	-	-	-	-	-	29,600
United Way Capacity Building Fund	-	10,000	-	-	-	-	-	-	-	10,000	-
Other operating income	-	102,565	-	-	-	-	-	-	-	102,565	48,673
Alberta Gaming and Liquor Commission	-	-	-	-	-	84,716	-	-	-	84,716	55,756
Donations	-	-	-	-	-	-	-	5,289	15,822	21,111	49,042
Fundraising and special events	10,581	-	-	-	-	-	5,000	-	4,483	20,064	2,745
Services and memberships	-	2,080	-	-	1,650	-	-	-	10,594	14,324	22,931
Interest income	-	-	-	-	-	105	-	7	1,235	1,347	2,400
	<b>379,736</b>	<b>662,951</b>	<b>349,795</b>	<b>244,085</b>	<b>151,650</b>	<b>84,821</b>	<b>139,645</b>	<b>8,896</b>	<b>32,134</b>	<b>2,053,713</b>	<b>2,054,559</b>
<b>Expenses</b>											
Salaries and benefits	358,606	584,319	247,075	126,716	153,189	-	80,236	-	-	1,550,141	1,505,995
Telephone	4,299	9,792	9,792	104,870	-	-	-	-	-	128,753	144,196
Rent	-	-	27,421	-	-	77,586	-	-	-	105,007	71,087
Promotion and fundraising	-	4,511	1,933	1,891	-	-	35,548	-	11,096	54,979	34,569
Office expenses	2,835	19,568	6,369	3,862	1,213	2	722	47	667	35,285	40,431
Staff, board, and volunteer development	6,226	16,728	6,528	3,092	1,614	-	-	-	-	34,188	38,829
Other expenses	-	3,035	21,387	-	800	-	5,238	-	-	30,460	42,802
Transportation	786	10,929	6,864	3,654	3,070	-	-	-	-	25,303	33,300
Professional fees	5,125	7,862	5,638	-	1,025	-	-	-	-	19,650	21,194
Printing and copying	1,859	4,880	5,838	-	-	-	5,238	-	-	17,815	14,336
Computer maintenance	-	8,084	7,122	-	-	-	-	-	-	15,206	14,640
Consulting	-	-	-	-	-	-	11,208	-	-	11,208	41,433
Insurance	-	4,802	3,665	-	108	-	-	-	-	8,575	10,554
Amortization	-	-	-	-	-	-	-	8,185	-	8,185	7,708
Program supplies	-	625	2,143	-	-	-	1,455	-	-	4,223	863
Memberships and subscriptions	-	965	789	-	-	-	-	-	-	1,754	2,042
	<b>379,736</b>	<b>676,100</b>	<b>352,564</b>	<b>244,085</b>	<b>161,019</b>	<b>77,588</b>	<b>139,645</b>	<b>8,232</b>	<b>11,763</b>	<b>2,050,732</b>	<b>2,023,979</b>
Excess (deficiency) of revenue over expenses	\$ -	\$ (13,149)	\$ (2,769)	\$ -	\$ (9,369)	\$ 7,233	\$ -	\$ 664	\$ 20,371	\$ 2,981	\$ 30,580

The accompanying notes form an integral part of the financial statements

# Thank you to CCASA Funders and Community Supporters



CCASA is extremely grateful to the organizations, government agencies and community members for their financial contributions. This funding supports the valuable work that CCASA does in its efforts to support those who have been impacted by the crime of sexual violence and increase awareness of the issues of sexual abuse and sexual assault and the impacts they have on our communities.



Thank you to our community members who also made in-kind donations to CCASA. For these, we would like to thank:

- Imperial Oil Ltd. for their Day of Caring initiative which had employees donate their time to paint our office space.
- Pengrowth Energy Corp. who donated furniture to help beautify our office space for clients and employees.
- Rig Sat Communications who did numerous "dump runs" for us when we needed to get rid of broken equipment and furniture, or who helped us recycle some of our items to other non profit organizations.
- Electronic Recycling Association for the donation of refurbished lap top computers for our program delivery.



**United Way**  
of Calgary and Area

BUILDING STRONGER COMMUNITIES



Thank you for your help and support in what we do!





**Inform. Educate. Empower.**

**2012**

**ANNUAL REPORT**



**CCasa** Calgary Communities Against Sexual Abuse

**CCASA Office Information**

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