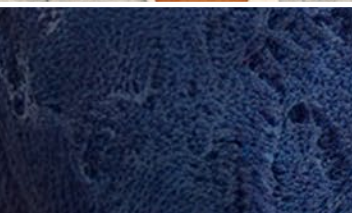
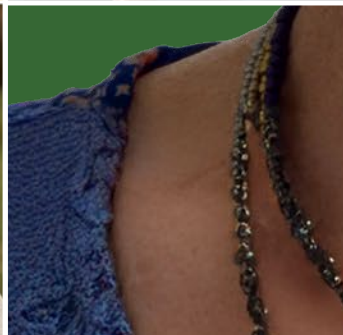
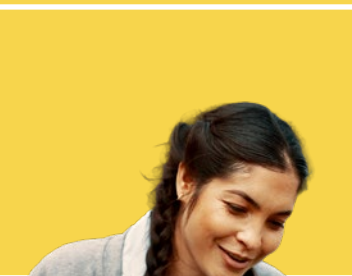


OUR **WHY**

THE POWER
OF PURPOSE

2024/25 IMPACT REPORT



JFSC

OUR **WHY**

AS WE REFLECT ON THE PAST YEAR, THE CHALLENGES WE'VE FACED AND THE MILESTONES WE'VE REACHED, IT'S IMPORTANT TO PAUSE AND RETURN TO THE CORE OF WHY WE EXIST. THE **WHY** BEHIND EVERYTHING WE DO, AND OUR **WHY** IS SIMPLE - **PEOPLE MATTER.**



Roxanne Droppo
MA, RSW
Executive Director



William Katz
JD/MBA
Board Chair

We serve because we believe everyone deserves dignity, connection, and the support they need to live a full life, no matter their circumstances. Whether it's someone struggling with mental health, a senior trying to navigate complex systems alone, or a family wondering how they'll put food on the table this week, we are here. With compassion, with practical help and most importantly, with presence.

We are not just handing out food hampers. We are offering hope.

We are not just answering questions for seniors. We are restoring a sense of confidence and care.

We are not just connecting people to mental health supports. We are helping them reclaim their sense of self and possibility.

Our **WHY** is rooted in community. In the belief that we are stronger when we walk alongside each other, especially during the hard times. And we don't do this alone.

We do this with our dedicated staff, our passionate volunteers, our generous donors, our community partners, and people like you. Those who believe that a just and compassionate society is something worth working for.

This past year, we've reached over 3,000 individuals, and behind every statistic is a story:

- Of someone who found relief because their child could eat that night.
- Of a senior who finally felt seen and heard.
- Of a person who reached out in their darkest moment and found a caring voice on the other end.

That's our **WHY**.

As we look ahead, our commitment is to keep listening, keep showing up, and keep building bridges of support, because we believe everyone deserves a chance to thrive.

Thank you for believing in our work, for being part of our community, and for walking with us on this journey.

Together, we are making a difference.

THE BIG PICTURE: **WHY** OUR WORK IS ESSENTIAL TODAY

BASIC NEEDS

More than **1 in 4** Albertans live in **food insecure households**

The lack of affordable, safe, and stable **housing** is an **ongoing concern** in Calgary

Calgary has the highest **population growth (5.6%)** and the highest **unemployment rate (7.4%)**, leading to **increased demand for social assistance**



28% of Calgarians are **stressed about housing**, rental inflation is the highest in Canada, and **80%** of renters had a **rent increase** in 2024

9.7% of Albertans **live in poverty**

Calgary **grocery prices** increased by **5%** in 2024

Calgary's **Consumer Price Inflation (3.6%)** is higher than the national average (**2.7%**) (housing is a major contributing factor)

SENIORS AND OLDER ADULTS

1 in 6 Albertans are **aged 65+**, this number is growing

48% of people aged **55 to 64**, and **28%** of people **aged 65+** in Calgary report they **cannot afford retirement**

30% of seniors are at risk of becoming **socially isolated**



8.5% of older adults in Calgary live on **low incomes**

The **need for unpaid caregivers** is increasing as our population ages



MENTAL HEALTH AND WELLNESS

1 in 3 older adults living independently say they have a **need for mental health care**

1 in 11 older adults have a **substance use disorder**, this is growing. Older adults are often overlooked and undertreated, alcohol is the most misused substance, followed by cannabis

The percentage of Canadians who reported very good/excellent mental health has dropped to **53.8%** (2023) from **70.2%** (2015)

Over **50%** of family caregivers report **feeling exhausted and anxious**, **46%** feel **overwhelmed**, and **nearly 1/3** experience **loneliness and isolation**

60% of individuals do not seek out mental health assistance due to **stigma**

4 in 5 caregivers say **free mental health supports are vital**. After 9 months of virtual support with a social worker, caregivers of those with dementia saw a **75% drop in falls** and a **68% drop in hospitalizations**

FAMILIES

11.2% of Alberta **children and youth live in poverty**. Childhood poverty is associated with several health conditions that can persist into adulthood

35.2% of Albertans reported experiencing **child abuse**

29.4% of Alberta children have **early development vulnerabilities**

VOLUNTEERS

61.2% of people in Alberta **feel a strong sense of community belonging**, the highest reported are those aged 65 and older

50% (1.6+ million) of Albertans provide more than **262 million volunteer hours** annually

Without volunteers, Alberta's nonprofit organizations **would not exist**

OUR **MISSION**

LIVES IN EVERY PERSON WE WALK ALONGSIDE

OUR BASIC NEEDS SUPPORTS

- Initial and on-going assessment of needs
- Food and basic needs pantry
- Connection to community resources
- Financial literacy and coaching
- Advocacy

BASIC NEEDS SUPPORTS

When survival becomes the priority, it's nearly impossible to focus on anything else. At JFSC, we start with dignity — meeting basic needs so individuals and families can regain stability and begin to envision a future. Over the past year, thanks to the support of our dedicated partners, our Wynne Thal Pantry expanded significantly to meet the growing demand in our community.

OUR 'WHY'

- **Food insecurity** remains a critical issue in our community.
- Nobody should face hardship alone.
- Newcomers require more than just resources - they need **belonging, trust, and connection.**

OUR IMPACT

41% increase in demand for food hampers compared to last year

1,265 food hampers distributed to **1,710** individuals - including **seniors, children & families**

230+ children received gifts through our Winter Holidays **Toy Hampers**

107 children received **school supplies** to start the year ready to learn

MY **WHY** Inessa, JFSC Senior Basic Needs Coordinator

"I do this work because I've seen firsthand how quickly life can change — and how deeply it affects people when their most basic needs go unmet. I want to be part of a response that says: 'You matter. You're not alone. We're here to help.' For me, it's not just a job — it's a responsibility and a calling to help others feel seen, safe, and supported."



SUPPORTING SENIORS AND OLDER ADULTS

Healthy aging is about more than healthcare. Whether facing isolation, limited income, or simply navigating life transitions, older adults turn to us for guidance, connection, support and advocacy. Our Outreach Teams work to address unique individual needs, with the goal of successful aging in place, enhanced well-being and being connected to their communities.

OUR 'WHY'

- **Aging in place** is a priority for many older adults.
- Aging population needs are becoming **more complex and diverse**.
- **Social prescribing** improves health and well-being by connecting seniors to non-medical community and natural supports.
- **Increased costs of living** have a direct impact on seniors with fixed incomes.
- **Advocacy, connection, and emotional support** for seniors leads to better health and quality of life.
- Older adults can be more **vulnerable to online scams** without technology support and safeguards.

OUR IMPACT

1,477 seniors successfully **aged in place**

44.7% increase in **In Place Program** clients

109,722 service hours

133 Claims Conference active clients

239 clients returned for **After Care services**, reflecting their trust in our support

75% of clients in the Memory Care Program showed an **improvement in meaningful activity, social connection and caregiver well-being**.

84% of clients in the Older Adults Program showed **improvement in mental and physical well-being, finances and housing**.

OUR PROGRAMS FOR SENIORS AND OLDER ADULTS

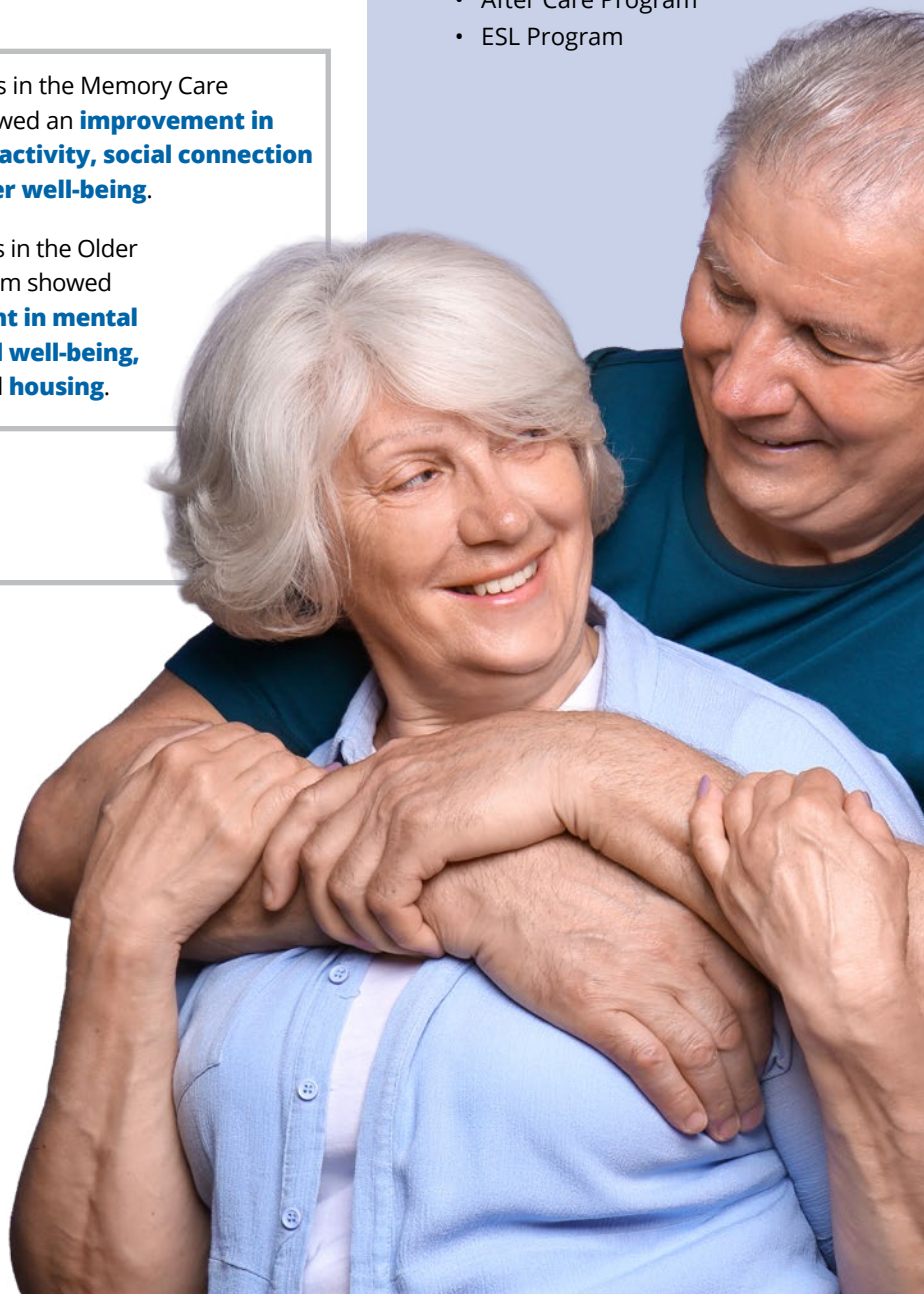
- Seniors Mental Health and Addictions Response Team (SMHART)
- In Place Social Prescribing Network
- Older Adult Outreach Team: The Way In Network
- Mental Health Support Line
- Memory Care Program
- Caregiver Support Programs
- Post War Holocaust Survivor Services (Claims Conference)
- City Links: Senior Services Housekeeping Program
- Friendly Visitor Program
- Private Home Support Services
- Tech Safe Program
- After Care Program
- ESL Program



MY WHY

Joe and Mary K., clients

"We appreciate and value your support during all these years, we would not be able to stay safe and independent without your help. Your program gives us peace of mind and reassurance for the future – we know that we can count on you if and when we need even more support. We don't want to go to an unfamiliar place where we would not have people who care and take care of us as much as you do."



MENTAL HEALTH AND WELLNESS

Good health isn't just about medicine — it's about community connection, purpose, and belonging. Support for mental health and wellness is woven through all our programs

OUR PROGRAMS FOR MENTAL HEALTH AND WELLNESS

- Seniors Mental Health and Addictions Response Team (SMHART)
- Mental Health Support Line
- Sheila Gurevitch Mental Health Youth Groups
- Caregiver Support Programs

OUR 'WHY'

- 1 in 4 older adults experience a **mental health issue** such as depression, anxiety or dementia.
- Mental health disorders, substance abuse, and gambling problems often go **unrecognized and untreated** in older adults.
- **Caregivers have higher rates of depression**, are in poorer physical health and are more likely to be socially isolated.
- There is a **need for free counselling/mental health support**, particularly for older adults.

OUR IMPACT

41% increase in the **Seniors Mental Health and Addictions Response Team (SMHART) Program** participants

67 caregivers supported through groups and counselling

89 caregiver counselling sessions

457 hours of counselling support for 65 individuals through the **Mental Health Support Line**

MY **WHY** Steven K, client

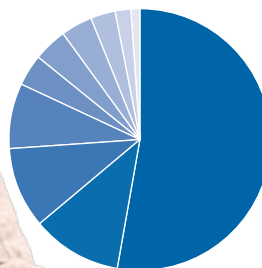
"You just pull off magic sometimes, and you are always there to help me when I need it. I don't have to explain, I know you understand exactly what I am trying to say, it relieves my energy when I have none to spare. When you say you are going to do something for me, you always do it. I feel that you will always show up for me if I need support and I have never felt judged by you."

80% of clients in the SMHART Program showed **improvement in mental and physical health**, and a **decrease in addictive behaviours**.

100% of Caring Together Group participants reported they had **stronger coping strategies** and were more effective in dealing with difficult emotions.

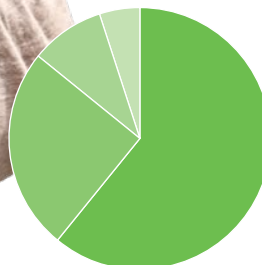
82% reported improvement in **caregiver resiliency** after counselling.

FINANCIALS



REVENUE

- 53% Claims Conference
- 11% City Links
- 10% Donations and Fundraising
- 8% In Place
- 4% FCSS
- 4% Calgary Jewish Federation
- 4% Other
- 3% Mental Health
- 2% Grants
- 1% United Way



EXPENSES

- 61% Service Delivery
- 25% Office (Program Delivery)
- 9% Admin Staff
- 5% Other

ENRICHING FAMILIES

Poverty, trauma, or mental health challenges can shake a family's stability and connection. We support families in building resilience, social connection, and promoting healthy child development, so the whole family can grow and thrive.

OUR 'WHY'

- Family **economic stress and instability** can have deep and lasting effects on children's physical, emotional, and cognitive development.
- Parents in challenging circumstances may have **limited support networks**.
- Identifying and promoting **protective factors** reduces risks for cognitive, social, and emotional delays in children.

OUR IMPACT

76% of clients in the Family Enrichment program showed **improvement in several key factors** known to reduce the risk of family breakdown and in turn, increase family resilience.

OUR SUPPORT FOR FAMILIES

- Dedicated Outreach Workers
- Educational workshops
- Positive parenting programs
- Basic needs
- Case management for domestic violence (Shalom Bayit)
- Financial coaching
- Youth mental health support



MY WHY Ilana M., client

"I would like to express my deepest gratitude to you. You have been so much more than just a case manager to us. You were the person who made us feel safe, supported, and understood. You were always there when we needed someone to listen to our concerns, and you worked tirelessly to make our lives easier, especially for my kids and me. Your kindness and dedication have had a profound impact on our lives, and we are truly fortunate to have had you in our journey."

OUR VOLUNTEERS

We couldn't do what we do without our volunteers — they are the heart of our community impact. With every food hamper packed, visit made, or ESL class supported, they bring heart, hands, and hope — and in giving, they often find something just as powerful in return: connection, purpose, and a sense of belonging. People with strong community ties are also more likely to report better health and mental well-being.

OUR IMPACT

141 volunteers

3258 hours of volunteer support

13 volunteer programs

This year we expanded volunteer opportunities and provided new programs and workshops designed to enhance skills and foster community connections.

MY WHY

Lanea, JFSC Volunteer

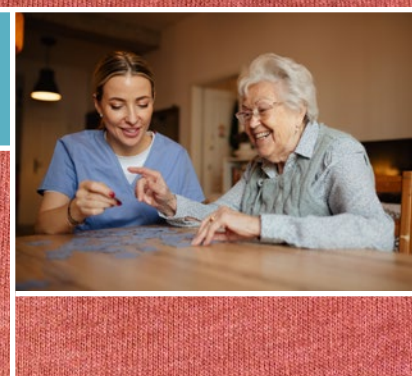
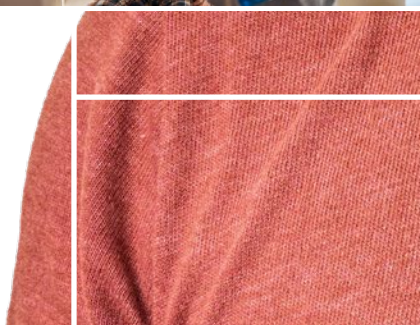
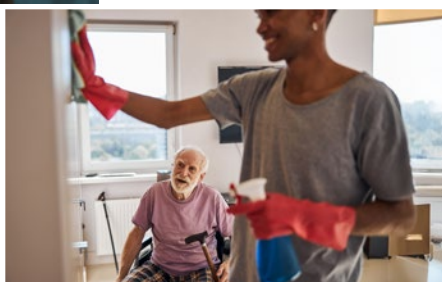
"You don't realize how much impact you can have on people's lives, and how much visiting someone can help with their loneliness. We take companionship for granted but it's so easy and has such a big impact."



OUR **FUNDERS**



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(Jewish Family Service Calgary)

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Enriching Lives and Strengthening Communities since 1961

At JFSC we welcome people of all ages, faiths, and cultures. We are a non-profit, accredited social service agency, our inclusive and accessible programs and social services are based on the values of compassion, social justice and improving the world.



A downloadable PDF is available at www.jfsc.org
For more information about JFSC, go to www.jfsc.org

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