IT’S ALL UP HERE

2016-2017 ANNUAL REPORT TO THE COMMUNITY
We help people overcome the adversity of poverty and trauma by empowering them to become self-sufficient.

CUPS provides integrated health, education and housing services to low-income individuals and families struggling with the challenges of poverty and trauma. While our work is rooted in the science of brain development, our passion is helping people effectively address their challenges and end the cycle of poverty and trauma.

CUPS new strategic plan, Vision 2021, positions us to better align and further integrate our programming with the latest research, and increase our ability to help through specialized training, and new processes and systems. It will enhance a service delivery model based on customized care plans proven to move people from being in-crisis to achieving lasting self-sufficiency.

When Vision 2021 is fully realized, CUPS will have unleashed the full potential of “brain science” to more effectively and efficiently achieve targeted outcomes – ultimately strengthening the community for all.

The brain is an amazing thing. When you understand how it works and how early childhood trauma negatively impacts the brain, then you can help people address that trauma and break the cycle of poverty.

AND THAT IS PRECISELY WHAT WE ARE DOING AT CUPS.

## Last Year, CUPS Helped Thousands of Calgarians Build Brighter Futures.

<table>
<thead>
<tr>
<th>HEALTH</th>
<th>EDUCATION</th>
<th>HOUSING &amp; SUPPORTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Over 5,000 Patients</strong></td>
<td><strong>Over 1,400 Parents &amp; Children Supported</strong></td>
<td><strong>Over 5,000 Families &amp; Individuals</strong></td>
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</tbody>
</table>
We know that lifelong health is shaped by experiences early in childhood. Although the early years are the best time to build a solid foundation for the brain, science tells us that it is never too late to mitigate the harmful effects of adverse childhood experiences, empowering people to build a better life.

Through collaboration with the Alberta Family Wellness Initiative, the University of Calgary and Harvard’s Centre on the Developing Child, CUPS puts the latest research into practice ensuring our programming and systems work.

WE ARE USING SCIENCE TO SUCCEED LIKE NEVER BEFORE.
BREAKING THE CYCLE OF POVERTY

Building a solid foundation and developing resiliency are the keys to success. Learning how to effectively navigate life’s challenges while staying strong and healthy will not only break the cycle of poverty, but also prevent it in future generations.
Our customized care plans provide wraparound supports and services to help people achieve self-sufficiency.

These plans are tailored specifically for each family and individual, reflecting an understanding of everything that is impacting their lives. By understanding the current situation people are in, as well as the trauma they suffered in childhood, we can effectively open the door to a brighter future.

While we provide the roadmap and resources for people to make lifelong changes, it is our participants who do the heavy lifting. We show them success is possible with the right supports and interventions. It is a long process that requires a lot of focus and attention, but one that will result in a better life for themselves and their families.

BRAIN SCIENCE PUTS CUPS ON THE LEADING EDGE OF CARE

In 2014, Angel didn’t know where to turn. “I was hopeless, lost, confused,” she says. “I felt like at the age of 25, I had failed at life.” She couldn’t support herself, let alone her three children. The cycle of poverty was taking its toll.

When Angel came to CUPS, our integrated approach to health, education, and housing took care of all her family’s needs and got them on a path to self-sufficiency. Angel and her family received counselling and a place to live. Her three boys were enrolled in CUPS One World Child Development Centre for preschoolers where they learned to overcome serious trauma.

Today, Angel is working full time and supporting her family. “Our home is a happy place. I don’t know what I would have done without CUPS and I’m glad I don’t have to find out,” she says. “What they did for me, for all of us, is nothing short of a miracle.”

PHOTO: Lyle Aspinall / Postmedia Network

Children deserve a safe and happy childhood that will create the foundation for a happy, healthy life. CUPS Child Development programs create resilience in children by delivering early interventions and education that address developmental delays and provide a solid foundation for social, emotional, physical and cognitive growth. By combining family development and parent education, we ensure their whole life is stacked with positive experiences that ensure self-sufficiency.

CLOSE TO 100% of children who attend the full 3 years of our One World Child Development program are academically on par with their peers in grade 1.

ALMOST 70% of One World children who were socially/emotionally delayed at the start of the school year, reached average levels by the end.

OVER 90% of One World children experience improvements in development by the end of the school year.

Learning to cope after abuse

Watching their mother suffer through an abusive relationship exposed David and Amelia to toxic stress that left them with severe emotional and social problems.

When Ayla left her husband, she turned to CUPS for help. Our wraparound counselling and therapy helped to heal the family.

Ayla and her children overcame their issues and are now self-sufficient. “CUPS gave me the ability to know I am capable of doing this on my own and capable of looking after my children,” Ayla says, “You know the saying it takes a village? I never understood it until I had a village helping me to raise my children.”

PHOTO: Gavin Young / Postmedia Network

Learn more about Ayla’s success at http://calgaryherald.com/health/family-child/calgary-herald-christmas-fund-2016-toxic-stress-can-impair-a-child-for-life
SETTING UP CHILDREN FOR SUCCESS

NOW THAT’S USING YOUR BRAIN

The early years are an impactful and cost-effective life stage to build a solid foundation for the brain.
INSTEAD OF JUST TREATING A PROBLEM, FIX IT

NOW THAT’S USING YOUR BRAIN

“Here I am with a bachelor of Social Work, working in the community serving others and being a voice.”

Erika
CUPS Participant
Hungry and homeless is an experience no one should suffer. Economic resilience begins with making sure people have the basic necessities of life in place to get them out of crisis. With this vital foundation—a safe and stable place to call home and food on the table—they can then focus on building other aspects of their lives to increase income stability, and ultimately become financially self-sufficient.

Building an independent life

Erika was barely getting by, struggling to make ends meet in low paying jobs. Growing up, she did not have the money to go to school to get an education, and the future looked bleak. When Erika turned to CUPS, we helped with employment counselling and provided financial support to help her go back to school to earn her bachelor of Social Work. Today, she is working in a job that she loves and living the life that she always wanted for herself and her son. “Going from a hopeless situation to one where I can support my son and provide a brighter future for him was an incredible transition. I worked hard, but without CUPS, it would have been impossible.”

- **90%** of people provided an Education Bursary have successfully reached their educational goals.
- **650** people provided Crisis Funding have remained successfully housed and/or employed.
- **96%** of CUPS participants in long-term housing programs remain successfully housed.
People living in poverty often experience social isolation and emotional challenges, lacking the support systems they need in a crisis. The path to self-sufficiency begins by building community and learning how to reduce anxiety, increase focus, set goals and make plans. For parents, it means learning new skills to ensure their children have positive childhood experiences, growing up healthy and strong.

CUPS helps bring a father and son together

Ed struggled with addiction for most of his adult life, even ending up in jail. His trauma meant he had little or no contact with his children, one of his greatest regrets. When his son James was born, Ed was determined to get it right and become the father he knew he could be.

Ed started coming to CUPS for Nurturing Parenting classes and quickly became a star pupil, even recruiting other struggling Dads from the community into the program. He progressed from our drop in program to the 16-week class and eventually took the facilitator training.

Today, Ed and his son spend all of their time together. Because of the support he got at CUPS and his dedication to getting his child back, Ed now has full custody of James and is looking forward to a bright future as a family.
BUILDING STRONGER FAMILIES

NOW THAT’S USING YOUR BRAIN

Parents learn and practice vital parenting skills that are the foundation of healthy family relationships.

Ed, CUPS Participant
GIVING PEOPLE
A HEALTHY
FUTURE

NOW THAT’S
USING YOUR
BRAIN

CUPS ensures all the children in our Child Development programs have their health needs addressed by providing routine visits by Pediatricians as well as regular eye and dental exams.
People living in poverty usually have experienced higher occurrences of early childhood trauma. Research tells us this negatively impacts lifelong health, resulting in mental health and addiction issues as well as higher occurrences of chronic disease, which when in-crisis are left untreated. Self-sufficiency is about first of all identifying and treating urgent health concerns and working over time to establish a pattern of regular health visits and seeking therapy when needed for overall physical and mental health.

Bringing a new life into the world meant a fresh start for all

Felicia first came into CUPS when she discovered she was pregnant. A rough childhood with no family support caused trauma that led to addiction, a habit she needed to break fast. Pregnancy motivated her to turn her life around and CUPS helped make it happen.

We connected her with the addiction support she needed to quit using immediately.

Our women’s clinic guided her through a healthy pregnancy. Felicia and her partner became very involved in our Nurturing Parenting program, and today they are living together as a happy family.
One World grads didn’t just break the cycle of poverty, they crushed it.

Tanesha Kequahtooway (17) and Jordan Lindstedt (18) entered CUPS One World program as youngsters in 2002, the year it was launched. While over 300 children have gone through since then, Tanesha and Jordan represent the first generation to graduate high school and go on to post-secondary education, a huge achievement for them and for CUPS.

CUPS One World Child Development Centre provides a nurturing, caring pre-school environment that helps high-risk children enter Grade 1 at an academic level on par with their peers. An environment where Tanesha and Jordan, and hundreds of others, have thrived.

Tanesha’s mom Pam fondly remembers the day her then-four-year-old daughter entered the program. “I was a teenage mother with three little ones. Seeing the care and attention she was getting eased my mind — there’s really nothing to compare to this place.”

Learn more at http://calgaryherald.com/opinion/columnists/fortney-high-school-grads-grateful-for-early-boost-from-one-world
Shining stars with a bright future.

Tanesha and Jordan are not only the first of many One World students to graduate high school and go on to post-secondary school, they are also the first to receive the scholarships available to every One World grad, courtesy of an anonymous donor.

CUPS programs like these are breaking the cycle of poverty for generations of children, empowering them to change the world. As Tanesha says, "I’m this powerful woman who can do anything."
MESSAGE FROM
THE CHAIRMAN OF THE BOARD
AND EXECUTIVE DIRECTOR

To our Partners, Donors and Friends of CUPS,

On behalf of our Board of Directors and our dedicated team of staff and volunteers we would like to emphasize the tremendous impact you have contributed to, in improving the lives of close to 10,000 people in our community. As Calgarians, we clearly have a shared sense of responsibility that binds us together. Through your generosity, we continue to provide essential, life changing services to our city’s most vulnerable population. Poverty and trauma are issues that touch us all and everyone has a stake in the solution. With your continued support, despite another tough year economically, we met our targets. There is no limit to what we can do when we stand together to ensure everyone in Calgary has the best chance to succeed in life.

Since the early days in our history, we’ve been rolling up our sleeves to help the less fortunate build better lives. Today, we still bring the same level of compassion to everyone we serve, however we are leveraging science like never before to ensure we maximize our resources to produce the best results possible. With our new strategic plan, Vision 2021, we are further refining our suite of programs and developing a service delivery model not only proven to break the cycle of poverty but to prevent it in the next generation. Our system of change will ensure CUPS and the greater community successfully moves more people living with the adversity of poverty and trauma to realizing their full potential.

A significant milestone this year was piloting a revised intake and assessment process which identifies where people are at in terms of their economic, social-emotional, health and developmental well-being. This ensures people are connected to the right care, with the right practitioner, right from the start and guides our teams in the development of integrated care plans tailored to meet Participant’s unique needs necessary to build the required resilience to achieve lasting self-sufficiency.

As we go forward, we will find, test and implement what works, make strategic investments where they count the most and continue to collaborate with our partners and supporters to drive change to ultimately build a stronger community.

Our organization benefits every day from the dedicated energies and time devoted by the members of our Board. We greatly appreciate your tireless commitment.

Thank you to everyone in our CUPS community for your support. Your generosity and steadfast commitment to making a difference is what makes Calgary a great place to live, work and play.

Michael Lang
Chairman of the Board

Carlene Donnelly
Executive Director

Michael Lang
CUPS Chairman
Chairman, StoneBridge Merchant Capital Corp.

Chad Robinson
CUPS Board Vice Chair
Managing Director, Resource Merchant Capital

Jerrad Blanchard
CUPS Treasurer
Chief Financial Officer, Bengal Energy

Nancy Bailes
Senior Advisor, Human Resources

Chris Goulard
CUPS Director
President, Bernelle Construction Management Ltd.

Milan Cacic
CUPS Director
First Vice President, CIBC World Markets/Wood Gundy

Rob Dawson
Chief Financial Officer, Tervita Corporation

Linda Shaikh
CUPS Director
Artist

Abby Badwi
Executive Chairman, GrowMax Resources Corp.

Jamey Fitzgibbon
Executive Vice President, Engineering & Construction, BluEarth Renewables Inc.

Dr. Ed O’Brien
CUPS Director
Chief of Cardiology, Director of Research, Libin Cardiovascular Institute of Alberta
COMBINING FORCES IS A SMART WAY TO BOOST IMPACT

Using neurosciences to help communities thrive

CUPS has been working alongside a coalition of philanthropists and community-based organizations from across North America on Change in Mind—an initiative that applies ground-breaking brain science to promote community wellbeing. Ten U.S. members of the alliance and five non-governmental organizations across Alberta, were chosen to infuse, align, and accelerate established neuroscience discoveries about the effects of life-altering toxic stress into our community-based work. The goal is to determine if this groundbreaking science can transform policies to move the needle on some of the most difficult social issues facing our communities.

Task force responds to complex needs of Calgary’s homeless

Since 2015, CUPS has been part of the Calgary Recovery Services Task Force, a group of 26 homeless serving agencies, government and other stakeholders who have been collaborating to find ways to respond to the complex healthcare and housing needs of the city’s most vulnerable homeless individuals. In consultation with the University of Calgary’s Cumming School of Medicine, a research team looked into the experiences of 300 chronically homeless Calgarians. Results were released early in 2017 and work to implement seven key recommendations has begun. CUPS is very involved in this initiative with our Senior Director Darryn Werth co-chairing the steering committee and other senior leaders involved in various working groups. Changes within the sector are bringing health services and homeless services closer together.

Helping people Connect 2 Care

CUPS secured a grant from the Alberta Innovates-Health Solutions Partnerships, a first in history for a non-profit organization, for Research and Innovation in the Health System to extend this program for an additional three years. Connect 2 Care is an intensive case management team that provides transitional support from acute care to the community for low-income and socially vulnerable patients. The grant allowed CUPS to partner with the Calgary Alpha House to add an additional four Health Navigators to the existing team of two Registered Nurses. The funding will allow the expanded team to scale up services to all four Calgary hospitals and two urgent care centers, as well as launching a provincial learning collaborative to assist with implementing similar initiatives in other urban sites.
NOW THAT’S USING YOUR BRAIN

$1 MILLION+
- Calgary Homeless Foundation
- Alberta Health & Wellness
- Government of Alberta

$500,000 - $999,999
- Alberta Health Services
- The City of Calgary FCSS
- United Way of Calgary and Area

$100,000 - $499,999
- Green Shield Canada Foundation
- MEG Energy
- The Carrera Foundation
CUPS IS VERY GRATEFUL FOR THE SUPPORT OF THE FOLLOWING INDIVIDUALS AND ORGANIZATIONS. Without their support, we would not be able to help vulnerable Calgarians build the resilience necessary to change their lives for the better.

**$50,000 - $99,999**
- The Auxilium Foundation
- CIBC Children's Foundation
- The Calgary Herald Christmas Fund
- The Greene Family Charitable Foundation
- Kayak Foundation at The Calgary Foundation
- Michael J. Lang
- Chad and Karen Robinson
- University of Calgary
- The Gwyn Morgan and Patricia Trottier Foundation
- Flames Foundation for Life

**$25,000 - $49,000**
- Gilead Sciences Canada Inc.
- Arthur J.E. Child Foundation at The Calgary Foundation
- Clearwater Charitable Foundation
- Homelessness Assistance Fund at The Calgary Foundation
- Suncor Energy Inc
- Palix Foundation
- First Energy Community Foundation
- Hyatt Regency Calgary
- Resource Merchant Capital Corp.

**$10,000 - $24,999**
- Kenneth J. Warren
- Telus Corporation
- Milan Cacic
- Apache Canada Ltd
- Sisters of Charity of St. Louis
- P.E.A.R.L. Foundation
- Frasnian Foundation
- Tenaquip Foundation
- Burns Memorial Trust
- Connemara Fund at The Calgary Foundation
- J.W. McConnell Family Foundation
- Concorde Entertainment Group
- Brian and Shannon Olson
- Chris J. Brodeur and Rita Dahlke
- Gary Nissen
- The Society for Third World Dental
- The Prosser Charitable Foundation
- Lily Street Foundation
- First Calgary Financial
- Calgary Shaw Charity Classic Foundation
- Bruce McFarlane and Janice Heard
- Dick and Lois Haskayne Fund at The Calgary Foundation
- Maja Foundation at The Calgary Foundation
- J.N. Fyvie Family Fund at The Calgary Foundation
- Craig Hiddleston

**$5,000 - $9,999**
- Ocean Trailer
- Engineering Students Society at the University of Calgary
- Investra Ltd
- CIBC Head Office
- Abby and Sandy Badwi
- Brookfield Properties
- Meredith and Patrick Cashion
- Acumen Capital Finance Partners Limited
- Valentine Volvo
- International Development and Relief Foundation
- Calgary Food & Drug Executives via Rick Jolie
- Meteoros Fund at The Calgary Foundation
- Keelan Developments Ltd.
- Canadian Global Care Society
- ATCO Group - Corporate Office
- Robert P. Dawson
- Norris Family Foundation
- RBC
- AbbVie Corporation
- 2016 Scotiabank Calgary Marathon
- R&R Investment Partners
- The Welty Family Foundation
- Randall and Shelly Eresman
- Nickle Family Foundation
- Gary Bugeaud
- Greg Kwong
- Annie Freeze
## Financial Highlights

See cupscalgary.com for full Annual Audited Financial Statements.

## Statement of Financial Position

**AS AT MARCH 31,**

### ASSETS

**Current**

- Cash and Short-term Investments: $3,064,171 vs. $1,974,810
- Accounts Receivable: 116,502 vs. 87,122
- Prepaid Expenses: 150,150 vs. 209,166
  
**Capital Assets**

- 15,686,646 vs. 16,415,467

### LIABILITIES AND MEMBER'S EQUITY

**Current**

- Accounts Payable: $347,237 vs. $501,246
- Designated Contributions: 1,345,160 vs. 986,033

**Member's Equity**

- Investments in Capital Assets: 15,054,091 vs. 15,782,320
- Internally Restricted: 862,868 vs. 936,359
- Unrestricted: 1,408,113 vs. 480,607

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Current</td>
<td></td>
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<tr>
<td>Cash and Short-term Investments</td>
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<td>1,974,810</td>
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<td>Accounts Receivable</td>
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<td>Prepaid Expenses</td>
<td>150,150</td>
<td>209,166</td>
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<tr>
<td><strong>LIABILITIES AND MEMBER'S EQUITY</strong></td>
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<tr>
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<tr>
<td>Accounts Payable</td>
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<td>Designated Contributions</td>
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<td>Total Current</td>
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<td><strong>Member’s Equity</strong></td>
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<tr>
<td>Investments in Capital Assets</td>
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<td>15,782,320</td>
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<td>Internally Restricted</td>
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<td>Unrestricted</td>
<td>1,408,113</td>
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<tr>
<td><strong>Total</strong></td>
<td>19,017,469</td>
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CUPS achieved its financial targets for the year and strengthened its financial position with surplus growth in overall fund balances. Revenue grew 2.3% while expenses decreased 2.4% resulting in income from Operations after amortization of $125,786.

Summary Statement of Operations

YEAR ENDED MARCH 31

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<th>2017</th>
<th>2016</th>
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<tr>
<td>Revenue</td>
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<td>$13,892,786</td>
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<td>Operating Expenses</td>
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<tr>
<td>Income from Operations</td>
<td>$125,786</td>
<td>$(336,812)</td>
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Funding Sources

- Government Agencies: 42%
- Community Partners: 33%
- Grants: 9%
- Donations: 7%
- Fundraising: 4%
- Other: 5%

Funding Uses

- Program Costs: 78%
- Administration: 16%
- Facilities & Infrastructures: 4%
- Fundraising Costs: 2%
PEOPLE ARE OUR GREATEST ASSET

“...I love volunteering at CUPS, the kids keep me young at heart and we laugh and learn together. Nothing is more rewarding than making a child laugh and learn.”

Joan, CUPS One World volunteer

425 volunteers in 2016
4,000 volunteer hours donated

Without the support of volunteers, the work that CUPS does would not be possible.

These community heroes have enormous impact on Calgary. Whether it is a long-term volunteer who has been with our agency for years, or company teams who participate in holiday initiatives such as the Annual Wreath Campaign, please know that your time and effort makes a huge difference.
Our programs help participants develop the resiliency to rise from crisis situations to the point of self-sufficiency. Every day we see happier children and healthier families as we break the cycle of poverty and trauma.
Together we have made our community stronger by using evidence-based methods to help Calgarians build resiliency and break the cycle of poverty. To find out how you can help continue this success, visit CUPSCalgary.com.