



November 3, 2022

To: City Council

From: Jennifer Flaman  
Deputy City Manager, Community Services

Subject: **Breakdown of Family and Community Support Services Funding Decisions**

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This memo provides City Council with a breakdown of the 2023-2025 Family and Community Support Services (FCSS) funding allocations and the changes to funding for senior centres and senior support programs, following the motion made at the October 3, 2022 City Council meeting by Councillor Rutherford:

Can Administration provide a memo with a breakdown of Family and Community Support Services funding decisions and changes to the 2023-2026 funding cycle from previous funding for senior centres and any senior support programs?

### **2023 - 2025 FCSS Funding Priorities and Assessment Process**

A [strategic alignment](#) process began in 2019 to create a more focused program around preventative social services, with clear expectations for community impact. As part of this alignment, Edmonton FCSS launched an open call for 2023-2025 funding applications based on updated program priorities. The primary impetus for the open call was to address a number of complex social issues that remain priorities for City Council and Administration, specifically, the Social Development Branch. As the City continues to face economic hardship there is increasing pressure for efficient, effective, transparent and accountable programs and services with clear outcomes. The four FCSS program priorities for 2023-2025 are:

- healthy social emotional development;
- positive mental health;
- healthy relationships; and
- poverty reduction and homelessness prevention.

More details on the development of the FCSS program priorities can be found within the January 14, 2022 memo [Family and Community Support Services Program Update](#).

A comprehensive decision-making criteria and assessment matrix were used to assess the applications and inform the funding decisions. Applications were assessed on governance, financial stability, evaluation, program planning and development, equity-led, inclusion and intersectionality. A number of additional key considerations were factored into the assessment phase to present a comprehensive funding allocation recommendation:

- balancing primary and secondary prevention (see [FCSS 2023-2025 Program Guide](#));
- identifying funding that could be better allocated through other funding streams, e.g. Community Safety and Well Being;



- prioritizing frontline services that seek to address complex social issues over funding volunteering programs; and
- prioritizing coordination and collaboration of efforts over siloed service delivery e.g. Coordinated Seniors Outreach Program.

### **Seniors Outreach**

Outreach to isolated and at-risk seniors has been identified as a key need in several Edmonton projects and reports. Currently, there are 12 programs funded by FCSS to provide outreach services in Edmonton. Through agency visits and Common Outcomes reporting, the FCSS Committee and City Administration recognized that, although current outreach programs available to seniors have beneficial outcomes, they may not be reaching the seniors most needing connection to programs and services. There was also a recognition of the lack of equity in seniors programs and the absence of geographic accessibility in some areas.

With support from the Community Services Advisory Board, FCSS decided to move forward with the development of a Coordinated Seniors Outreach Model in 2023 and funded the Edmonton Seniors Coordinating Council to lead a collaborative model development process in partnership with leaders from 27 community organizations. Some of the benefits to building a coordinated approach to seniors outreach include:

- Building shared resources and supports
  - Data collection and analysis
  - Shared systems of referral
  - Collective goal setting and evaluation
  - Shared training
- Grounded in equity
  - Meeting the needs of a diversifying aging population

The vision is to be able to offer consistent and high quality improvement to services for seniors across the city. For more information on the process for developing the model and why a coordinated approach was determined beneficial, see Attachment 1.

### **2023-2025 FCSS Funding Allocations**

Through the open call, total requests for funding exceeded \$26 million and almost \$16 million was approved to fund 65 programs being provided by 47 organizations. Attachment 2 includes the 2023-2025 funding allocations. Programs not receiving FCSS funding in 2023 were redirected and/or provided with information about other granting opportunities.

The following table includes the breakdown of the number of programs funded for each FCSS program priority and the total funding for each. During the application process, applicants were asked to identify a primary priority for their program, which is represented on this chart. Many applications indicated that their program supports more than one priority.



	Healthy Relationships	Healthy Social Emotional Development	Positive Mental Health	Poverty Reduction and Homelessness Prevention	Funding Total
# of programs	15	22	17	11	65
Total \$	\$3,507,314	\$6,456,949	\$3,641,319	\$2,199,215	\$15,804,797

**2023-2025 Senior-Specific Funding Allocations**

The Coordinated Seniors Outreach program, which includes seniors home supports, received an allocation of \$1.5 million, along with five senior-serving community programs for a total sum of \$2.82 million per year for the 2023-2025 funding cycle (see Attachment 3). It is important to note that FCSS is looking to support more integrated, multi-generational preventive programs; as such other FCSS funded preventive programs, aligned with the priorities, are also available to seniors. Some examples include mental health supports such as solution-focused counseling, family supports to build positive relationships and support grandparents raising their grandchildren, programs that provide cultural supports and 211 for access to seniors services.

If you have any other questions please feel free to contact Judy Smith, Director of Community Resources at [judy.smith@edmonton.ca](mailto:judy.smith@edmonton.ca).

JF/js

- c: Executive Leadership Team  
Aileen Giesbrecht, City Clerk, Office of the City Clerk  
Stacey Gellatly, Branch Manager, Social Development  
Judy Smith, Director, Community Resources



## Attachment 1: Expanding a Coordinated Approach

### Coordinated Seniors Outreach Model Design Process

Since the Coordinated Seniors Outreach Project launched in March 2022, 27 organizations have become involved. These organizations are ultimately co-designing a coordinated approach to deliver outreach services for older adults in Edmonton. The project plan includes the following key phases:

- **PHASE 1:** Project planning
  - Determining project scope
  - Developing a project plan
  - Engaging a project manager
  - Identifying stakeholders
- **PHASE 2:** Building a strong foundation for collaboration
  - Setting the mission and overall goals of the project
  - Defining how collaboration will be approached by agreeing on value propositions
  - Develop task group(s) and decision-making processes for various phases of the project
  - Envision a stakeholder engagement process (identify key players needed at each stage)
- **PHASE 3:** Data collection and analysis
  - Gathering information from seniors, organizations, equity-seeking groups and other jurisdictions to help inform model development
  - Four task groups provide support in the following areas:
    - Referral and Service Mapping: understanding how current services and referrals are being provided
    - Determining Equity Gaps and Opportunities: understanding the current gaps in equitable service for diverse communities and exploring opportunities on how these services could be improved to be more welcoming to those from intersectional experiences
    - Determining Current Data Management: reviewing the current collection of data for the various outreach programs
    - Senior Engagement: designing meaningful opportunities to connect with seniors and ensure seniors' perspectives are embedded in a new approach
- **PHASE 4:** Model Development
  - Develop model(s) based on feedback from stakeholders and research
  - Share model(s) with stakeholders for feedback
  - Refine models based on stakeholder feedback
- **PHASE 5:** Planning for Implementation

### Examples of Successful Seniors Sector Coordination in Edmonton

Over the past several years, Edmonton Seniors Coordinating Council, in partnership with Administration, has supported senior-serving organizations to coordinate with very positive results. Some examples include: the Seniors Home Supports Program, 211 Seniors



Information Line, the Edmonton Coordinated Pandemic Response and Age Friendly Edmonton, all of which will inform the new Coordinated Seniors Outreach Model.

- Seniors Home Supports Program - This program was developed by Edmonton Seniors Coordinating Council in partnership with community stakeholders. Home supports referrals are provided by six organizations with a shared database and evaluation process. Coordination ensures equitable services are available to ensure the needs of individual seniors are met.
- 211 - Seniors Information Phone Line - The Seniors Information Phone Line was developed in 2014 and led to agreements between 211 and senior-serving organizations with outreach programs that support detailed needs assessments for older adults who require more assistance. Edmonton FCSS provides funding to 211 to support them being an important link to information on supports and services for seniors and for the public in general.
- Edmonton Coordinated Pandemic Response - In response to the pandemic, Edmonton's community-based seniors sector mobilized its efforts and created a temporary model known as Edmonton's Coordinated Pandemic Response, to ensure that existing supports were able to pivot to support a vulnerable seniors population during an incredibly isolating time. The Edmonton's Coordinated Pandemic Response model allowed Administration and community partners to experience and test a coordinated collaborative community response, in real time, to address a social/health issue that was disproportionately impacting seniors. This response also demonstrated the capacity and competency of the not-for-profit sector to respond quickly to changing and emerging circumstances.
- Age Friendly Edmonton (AFE) - In 2010, the City of Edmonton became a member of the World Health Organization Global Network of Age Friendly Cities and Communities and launched Age Friendly Edmonton. This initiative is coordinated by Edmonton Seniors Coordinating Council in partnership with the City of Edmonton and many community-based stakeholders. Age Friendly Edmonton includes four 'Action Hubs,' in which dedicated volunteers work on projects and push for policy changes supporting older adults. These Action Hubs include: Reducing Ageism; Supporting Aging in Place; Responding to Diversity and Inclusion; and Intergenerational Connections.

### **Examples of Seniors Sector Coordination in Alberta**

In the past several years there has been a concerted effort to bring together community-based senior-serving organizations in Alberta to build relationships, explore partnerships and increase coordination of services. Some examples include:

- Coordinated Outreach in other Alberta Communities - The communities of Calgary, Lethbridge, and Red Deer have coordinated seniors outreach models that have had great success with not only providing equitable outreach services to seniors, but also promoting holistic approaches to seniors services.
- Healthy Aging Alberta Initiative - This provincial initiative focuses on developing a coordinated sector in Alberta by bringing together community-based organizations around a common framework for action, with a focus on identifying and addressing priority areas related to healthy aging in community.



- Provincial Government - The Ministry of Seniors, Community and Social Services is developing community-based care models that focus on supporting seniors to age in place with the support of community based senior-serving organizations. Some examples include:
  - Aging in Community Supports Demonstration Project - a partnership between Edmonton Seniors Coordinating Council, Sage Seniors Association, Jewish Family Services Association that focuses on providing support to seniors who are in the hospital and being discharged to home.
  - Social Prescribing Pilot - a partnership between Edmonton Seniors Coordinating Council, Sage Seniors Association and Jewish Family Services Association that focuses on building relationships with medical professionals to refer seniors in their care to community-based supports to improve their ability to age well in place.



**Attachment 2: 2023 - 2025 FCSS Funding Allocations**

<b>Legal Name of Organization</b>	<b>Program Names</b>	<b>Priority</b>	<b>Annual Allocation</b>
Abbotsfield Youth Project (AYP) Society	Community Outreach and Living Skills Program (COLS)	Healthy Relationships	310,937
ABC Head Start Society	ABC Head Start Family Engagement	Healthy Social Emotional Development	341,451
Aboriginal Counseling Services Association of Alberta	Circle of Safety Family Violence Program	Healthy Social Emotional Development	61,602
Action for Healthy Communities Society of Alberta	FRAME- Wellness Champions (FRAME-WC) (Fostering Resilience, Active-living, Mental & Emotional - Wellness Champions)	Healthy Social Emotional Development	272,061
	Inclusive Communities: Mitigating Vulnerabilities through Building Capacities	Poverty Reduction and Homelessness Prevention	300,980
ASSIST Community Services Centre	T.A.N.G. (Towards A New Generation) Youth Program	Healthy Social Emotional Development	189,739
Ben Calf Robe Society	Indigenous Wellness Program with Arts & Culture	Positive Mental Health	273,577
Bent Arrow Traditional Healing Society	New in Town Aboriginal Welcome Service	Poverty Reduction and Homelessness Prevention	96,162
	Pehonan Seniors Program	Healthy Relationships	120,000
Bissell Centre	Early Childhood Development Program	Healthy Social Emotional Development	312,215
	Family Support Services	Healthy Social Emotional Development	240,000
	Indigenous Cultural Support	Healthy Relationships	125,000
	Community Bridge	Poverty Reduction and Homelessness	233,333



		Prevention	
Boyle Street Services Society, The	Multidisciplinary Team (MDT)	Poverty Reduction and Homelessness Prevention	708,000
	The Community Wellness Connection Program (CWCP)	Positive Mental Health	120,000
Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area Society	Clubs and OST Programs	Healthy Relationships	759,594
	Mentoring	Healthy Social Emotional Development	650,657
Canadian Mental Health Association - Edmonton Region	Mental Wellness Ambassador Program	Positive Mental Health	85,000
Canadian Native Friendship Centre	Indigenous Wellness	Positive Mental Health	60,000
Candora Society of Edmonton, The	Community and Family Resource Centre	Positive Mental Health	296,724
Catholic Social Services	Elder Abuse Resources & Supports (EARS)	Healthy Relationships	80,135
	Newcomer Wellness and Social Connections Program (NWSCP)	Positive Mental Health	348,984
	Mercy Counselling Mental Health Outreach and Prevention (MHOP)	Positive Mental Health	90,000
Centre for Family Literacy Society of Alberta	Literacy Links	Healthy Social Emotional Development	120,000
Council for the Advancement of African Canadian in Alberta	Youth Resilience Building Program	Healthy Relationships	376,000
Creating Hope Society	Indigenous Boys Matter Too!	Healthy Relationships	270,130
Dickinsfield Amity House	Neighbourhood Drop In/Family Resource Centre (NDIFRC)	Positive Mental Health	280,000
Edmonton City Centre Church Corporation	ArtStart	Healthy Social Emotional Development	59,847
	Early Learning Services	Healthy Social Emotional	282,092





		Development	
	Financial Empowerment Program	Poverty Reduction and Homelessness Prevention	93,895
	School Nutrition Program (SNP)	Healthy Social Emotional Development	145,332
Edmonton Immigrant Services Association	New Neighbours	Healthy Relationships	169,210
Edmonton Meals on Wheels	Edmonton Meals on Wheels Volunteer Program	Positive Mental Health	312,531
Edmonton Mennonite Centre for Newcomers	Pathways to Healthy Connections	Healthy Relationships	185,569
Edmonton Multicultural Coalition Society	All Together Now	Healthy Relationships	167,691
Elizabeth Fry Society of Northern Alberta, The	Indigenous Community Outreach	Poverty Reduction and Homelessness Prevention	65,870
Family Centre of Northern Alberta (Association), The	Action for Teens - Cultural Coach	Healthy Social Emotional Development	152,748
	Drop In Single Session Counselling (DISSC)	Positive Mental Health	259,212
	Education Services	Healthy Relationships	87,529
	Roots and Wings	Healthy Social Emotional Development	774,396
Family Futures Resource Network Society	Early Years Support	Healthy Social Emotional Development	234,662
	Family Support and Education	Positive Mental Health	164,813
	Kids with Confidence - Child & Youth Program	Healthy Social Emotional Development	282,483
Free Play for Kids	Free Play for Kids	Healthy Social Emotional Development	300,000



iHuman Youth Society	iSucceed 2022	Poverty Reduction and Homelessness Prevention	137,184
Inner City Youth Development Association	Youth Engagement Program	Healthy Relationships	75,278
Institute for the Advancement of Aboriginal Women	Building Our Bundle	Positive Mental Health	100,000
Islamic Family and Social Services Association	The Green Room Youth Program	Healthy Social Emotional Development	196,520
Jasper Place Child and Family Resource Society	Jasper Place Family Resource Centre (JPFRC)-Family Support Program (FSP)	Healthy Social Emotional Development	383,233
Jewish Family Services	Edmonton Healing Centre	Positive Mental Health	85,000
KARA Family Resource Centre	Parenting Together	Healthy Social Emotional Development	366,739
Metis Child & Family Services Society-Edmonton	Aboriginal Family Services Program	Poverty Reduction and Homelessness Prevention	149,480
Multicultural Family Resource Society	THRIVING FAMILIES PROGRAM (THRIVE)	Healthy Relationships	240,859
Norwood Child and Family Resource Centre	Child and Family Support Program	Healthy Social Emotional Development	818,972
Old Strathcona Youth Society	Get Connected	Healthy Social Emotional Development	125,200
Operation Friendship Seniors Society	Geriatric Community Support Program	Poverty Reduction and Homelessness Prevention	214,311
Pride Centre of Edmonton, The	Trans & Gender-Diverse Program	Healthy Relationships	96,090
Riverbend Reaching Out to Community and Kids Society	Child and Youth Support and Development Initiative	Healthy Social Emotional Development	147,000
	Economic Mobility through Coaching and Community	Poverty Reduction and Homelessness	75,000



	Connections Initiative	Prevention	
Sage Seniors Association	Seniors Community Animation	Positive Mental Health	596,130
Sexual Assault Centre of Edmonton	SACE Public Education	Healthy Relationships	443,292
Terra Centre for Teen Parents	Moving Up	Positive Mental Health	306,360
United Cultures of Canada Association	Promoting Newcomer Mental Health Through Education and Community Service	Positive Mental Health	87,988
Y.E.S.S.: YOUTH EMERGENCY SHELTER SOCIETY OF EDMONTON	Armoury Resource Centre	Poverty Reduction and Homelessness Prevention	125,000
YWCA Edmonton	YWCA Mental Health Services	Positive Mental Health	175,000
<b>47</b>	<b>65</b>		<b>15,804,797</b>



**Attachment 3: Senior-Specific Funding Comparison**

Table 1: Senior-specific Funding - 2023-2025

Agency Name	Program Name	Annual Funding Amount
Bent Arrow Traditional Healing Society	Pehonan Seniors Program	\$120,000
Catholic Social Services	Elder Abuse Resources and Supports (EARS)	\$80,135
Edmonton Meals on Wheels	Edmonton Meals on Wheels Volunteer Program	\$312,531
Operation Friendship Seniors Society	Geriatric Community Support Program	\$214,311
Sage Seniors Association	Seniors Community Animation	\$596,130
<i>Model currently being developed collaboratively by 27 senior-serving organizations and facilitated by the Edmonton Seniors Coordinating Council</i>	Coordinated Seniors Outreach Program (includes Home Supports Program)	\$1,500,000
	<b>TOTAL</b>	<b>\$2,823,107</b>

Table 2: Senior-specific Funding - 2022

Agency Name	Program Name	Annual Funding Amount
Alberta Caregivers Association*	Caregiver Connections	\$115,907
Bent Arrow Traditional Healing Society	Pehonan Seniors Program	\$100,000
Catholic Social Services	Elder Abuse Resource & Supports	\$75,599
Edmonton Meals on Wheels	Meals on Wheels	\$294,840
Edmonton Seniors Centre	Outreach/In-Reach and Volunteer Program	\$121,295



Edmonton Seniors Coordinating Council	Seniors Home Supports	\$290,000
Edmonton Seniors Coordinating Council	Develop Coordinated Seniors Outreach	\$129,000
Metis Child and Family Services Society	Aboriginal Seniors Support	\$80,000
Mill Woods Seniors Association	Seniors Outreach and Empowerment Program	\$50,422
North Edmonton Seniors Association	Seniors Outreach and Volunteer Coordinator	\$147,000
North West Edmonton Seniors Society	Wellness and Volunteer Program	\$70,000
Operation Friendship Seniors Society	1. Outreach 2. Volunteer Program	\$163,756 \$54,420
Sage Seniors Association	1. Age-ing to Sage-ing 2. Multicultural Seniors Outreach 3. Well-Being Services	\$199,954 \$157,298 \$285,275
Senior Citizens Opportunity Neighbourhood Association (SCONA)	SCONA Drop-In Centre	\$75,278
Shaama Centre for Seniors and Women (The)	Community Outreach, Social & Emotional Wellness for Seniors & Women	\$100,372
South East Edmonton Seniors Association	Outreach & Volunteer Coordination	\$160,607
Strathcona Place Society	Strathcona Centre Program including the Strathcona Place Outreach Team (SPOT) Program	\$378,730
Westend Seniors Activity Centre	Community Outreach and Social Wellness	\$230,616
	<b>TOTAL</b>	<b>\$3,280,369</b>

\*The Caregiver Connections Program is included on this list as the majority of caregivers that participate are 55+.