



adeara

2020-2021

Report to Our Community



Who We Are

Adeara is an accredited addiction recovery centre in Alberta for women and their children. We provide long-term, residential programming to women seeking to break the chains of addiction.

For Women and Their Children

We're proud to be one of few addiction recovery centres in Canada that accepts both women and their children.

Treating the Whole Person

Adeara provides in-depth, research-based addiction treatment, to treat the whole person; biologically, psychologically, socially, and spiritually.

Focused on Long-term Recovery

The program at our treatment centre is one of the lengthiest in Canada, ranging from six months to more than one year, and provides women with the time they need for a new start.

Support for Spiritual Restoration

At the centre of our programming is faith-based practice. We firmly believe spiritual healing is just as important as psychological, biological and social healing. We trust in the spiritual, transformative power of the biblical Christ, who redeems, heals, and restores every single life.

Report from Executive Director

“Reset” is a word that has come up a lot this past year. Like most organizations and households, Adeara had to adapt and adjust to circumstances that came our way in 2020 and 2021. In a way, we were required to apply a reset to our way of doing things. While the adjustment phase was difficult and presented many challenges and hurdles, we saw growth and opportunities as we learned to adapt. Instead of losing hope when circumstances didn’t turn out as we had expected, we persevered.

A few highlights that stand out from the past year:

- We raised a record-breaking \$108,000 at Leap of Faith 2020 (jumps were postponed to June 2021).
- We produced our first ever virtual Evening of Dreams Gala.
- In the space of a year, we took possession of a thrift store was gifted to us by Shepherd’s Care Foundation, rebranded it as More Than a Fad and opened it as our second location.
- We connected with new local businesses that donated a portion of their profits to Adeara.
- We renewed our accreditation with the Canadian Accreditation Council for the Governance and Management Program, as well as the Women and Family Shelter Program with addiction designation.
- We were awarded the COVID-19 Mental Health and Addiction Community Grant, which provided funds for a Family Wellness Program, an Enhanced Aftercare Program and a Prevention Program.
- We were awarded the Community Initiatives Program (CIP) Operating Funding. The CIP provides funding for organizations that create opportunities for Albertans to engage with and help develop their communities.
- We saw residents take advantage of the long-term opportunity for recovery we provide.
 - We’ve seen 39% of our residents exceed 9 months in the program during the fiscal year and 27% percent stay over a year.
 - The longer these ladies invest in their recovery at the centre, the greater chance they have in sustaining their recovery in their independent living.

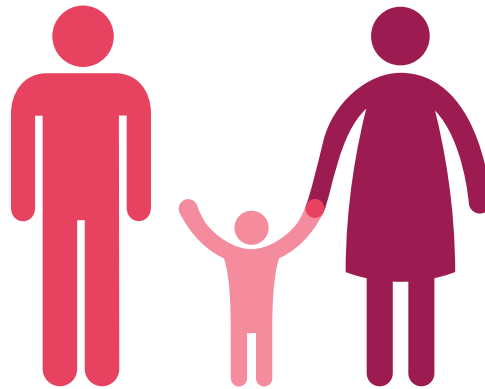
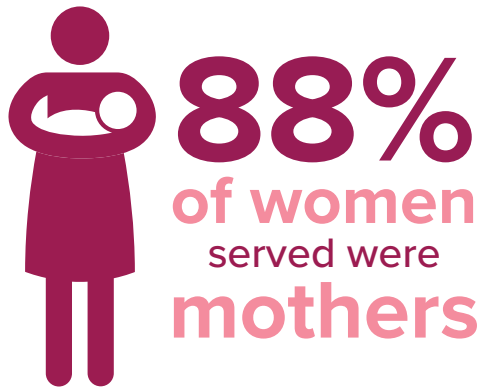
The greatest reset of the year is represented in the lives that have been changed and in the children who’ve been given healthier mothers and happier homes. Women’s’ lives are truly being rebuilt at Adeara. I continue to be amazed at the transformation I see and hear from the residents, as they share their healing journey with us and change the trajectory of their futures.

Thank you to each of you who have invested your time, treasure and talent to Adeara to support the necessary changes. You have given over and above to the centre and have made a huge impact this year!

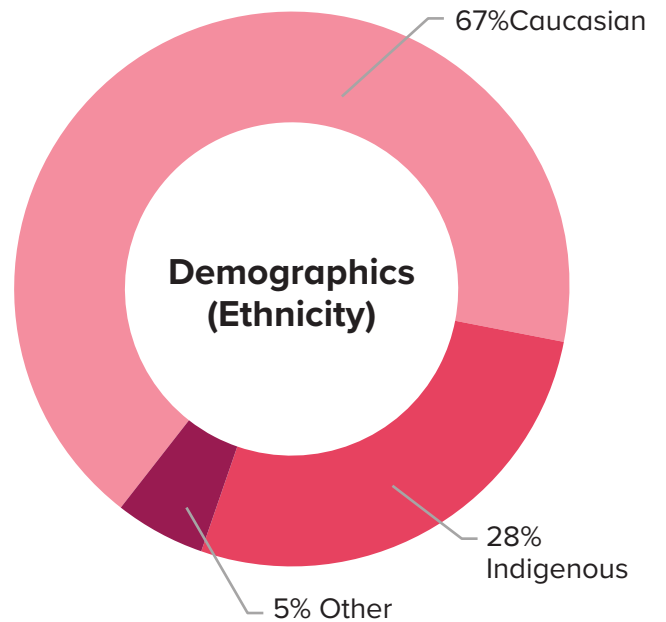
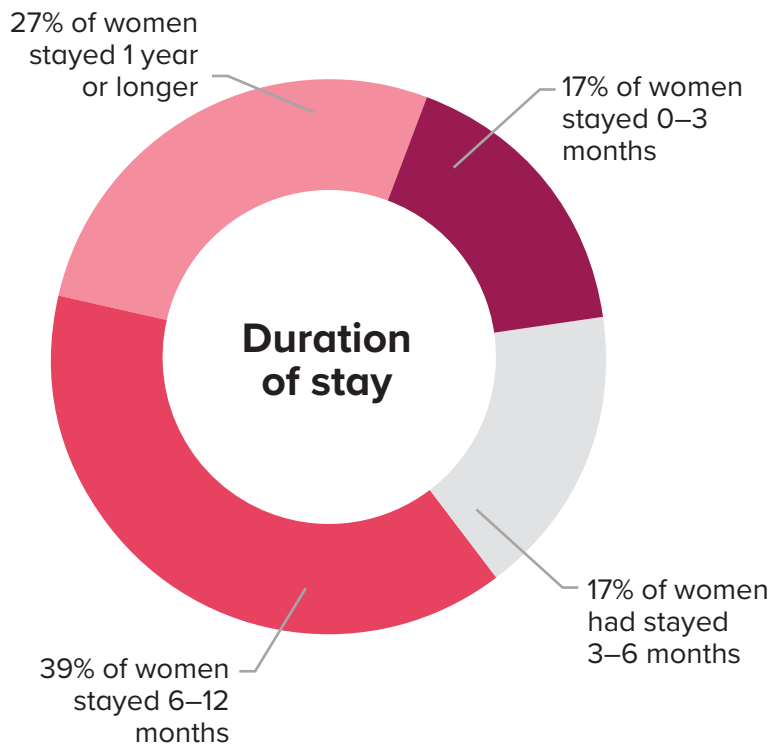
Lori Patrick
Executive Director

Your Impact

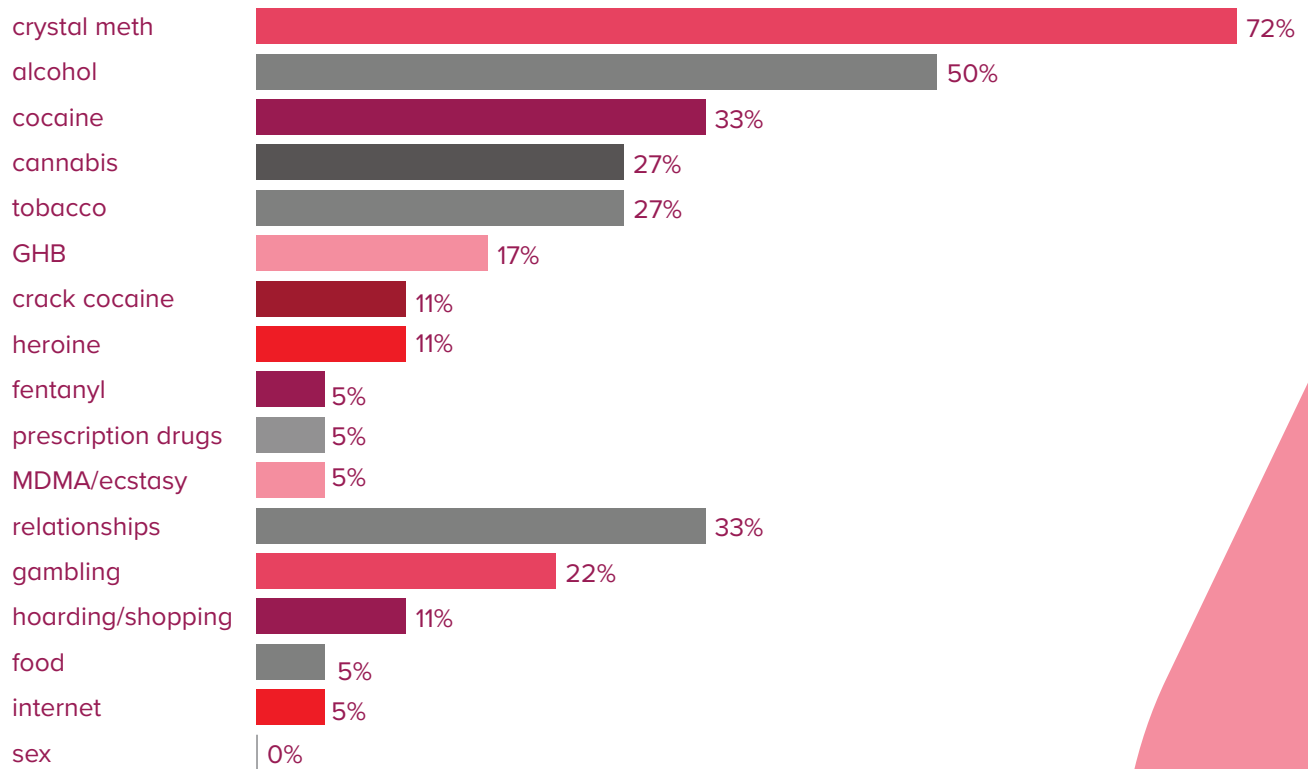
We served 18 women this year during COVID-19 pandemic.



77%
of mothers in
treatment at
Adeara
**had children
in their care
either full or
part-time**

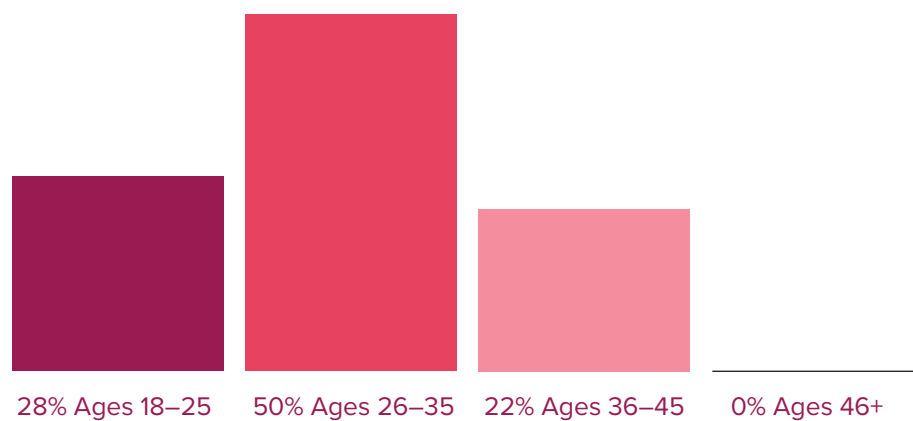


Addiction Types*



**Data gathered from applications of women served.*

Demographics (Age)



Our Team

Our Board 2020–2021

Chairman of the Board

Mark Evans

Vice Chair

Charlene Dykstra

Treasurer

Jayton Sontag

Secretary

Colleen Foley

Chaplin

Connie Spooner

Directors

Greg A. Assaly	Andrew Lee
David Cornock	Elaine O'Connor
Shauna Yohemas	John Powell
Erica Kalke	Todd Sumner

Leaving the Board

We are so thankful for the time and effort these board members have dedicated to Adeara Recovery Centre. Each of them have made a remarkable impact on our centre, and in turn, the women who receive our care.

We pray for God's blessing, as they move forward to other areas of opportunity where they can put their skills and passion to use.

Colleen Foley, Director 2014–2021

Greg Assaly, Director 2006–2021

Proposed Board

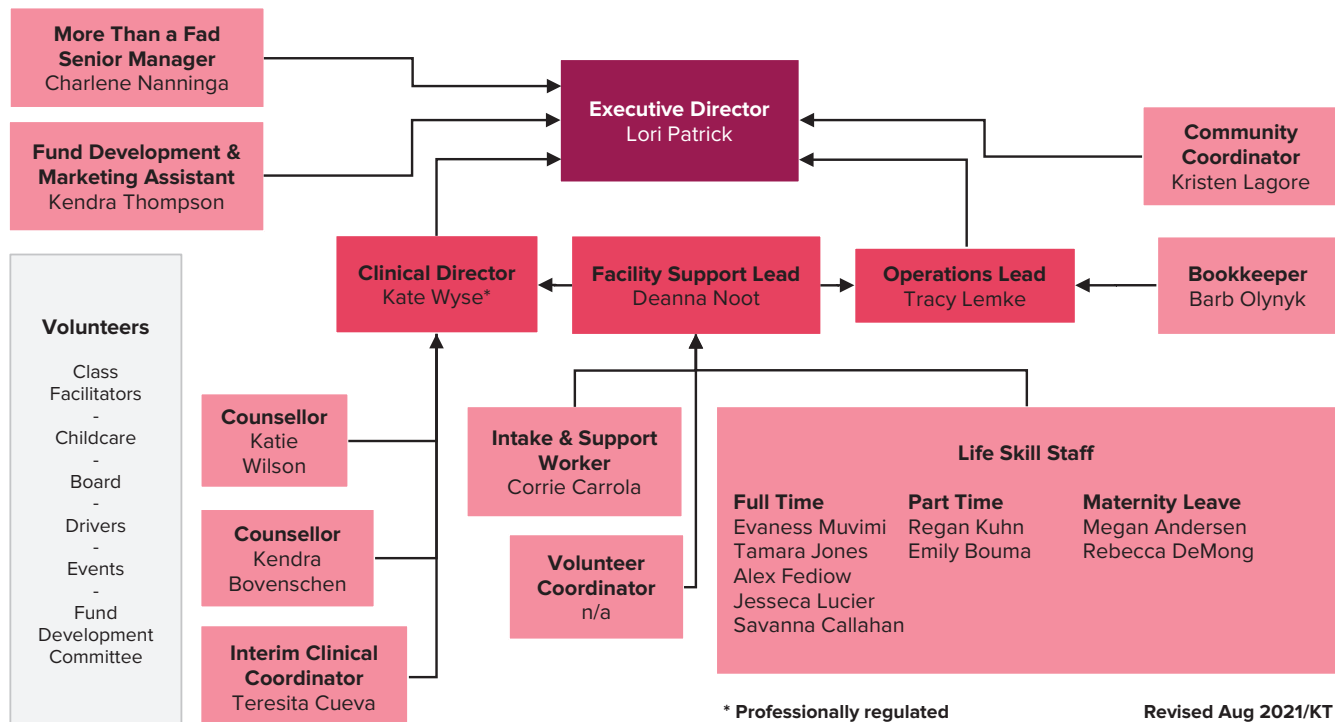
Jesse Jervis – Director, 3-year team

I am the owner of SureFire IT Solutions, where I avidly help business owners use technology to see their companies grow, rather than be a source of frustration. My heart has been captivated by the incredible impact Adeara has made on so many women. My desire is to see Adeara grow in its ability to reach those who so desperately need the love of Christ to fight the battles they are in.

Natasha Varma – Director, 3-year team

I worked at Adeara for three years as a counsellor and am passionate about the work at Adeara. I would love to continue to support the organization with my experience and skills. Currently, I work as a psychologist in the criminal justice system and serve as a youth pastor at Christ Family Fellowship church.

Organization Chart



Annual Business Review

As I reflect over this past year and look at the days, months and year of what has occurred with Adeara Recovery Centre and More Than a Fad Thrift Store, there is one Scripture that stands out: Psalm 23.

My wife's late uncle, Art Kahlke, a pastor, laid it out in a way that stuck with me through the years. It has been a grounding scripture. Next to each statement below is a commentary—a lens through which I have reviewed this past year. Over this past year, we've seen God walking Adeara by the hand through this verse. We've seen women obtain full custody of their children and successfully leave the centre, set free from addiction. Adeara Recovery Centre has expanded, in partnership with the PAR Foundation, by purchasing 80 acres in the Sylvan Lake area for a new centre. When it opens in January 2022 it will home up to 40 women for short-term addiction programming. More Than a Fad Thrift Store also underwent expansion, with the addition of another bay at the original south-side location and a second store in the Kingsway area.

We've created an engaged and robust society. In 2020, we made a strong succession plan to sustain the organization for years to come, as well as a business model to ensure financial stability and strong return for those who donate their time and money to this great organization.

The Lord's faithfulness has played out over the course of this year and as we move into the new year, we lay the foundation for more exciting growth. I want to thank each of you for your investment in this organization. Together we have created a bright light of hope to those in need. Together we're making a difference in the lives of those who come through the doors of Adeara Recovery Centre and More Than a Fad Thrift Store for eternity.

Kindest Regards,
Mark Evans
Chairman of the Board



Psalm 23

The Lord is my Shepherd;	That's relationship.
I shall not want.	That's supply.
He makes me lie down in green pastures.	That's rest.
He leads me beside still waters.	That's refreshment.
He restores my soul.	That's healing.
He guides me in paths of righteousness	That's guidance.
For His name's sake.	That's purpose.
Even though I walk through the valley of the shadow of death,	That's testing.
I will fear no evil,	That's protection.
For you are with me;	That's faithfulness.
Your rod and your staff, they comfort me.	That's discipline.
You prepare a place before me in the presence of my enemies;	That's hope.
You anoint my head with oil;	That's consecration.
My cup overflows.	That's abundance.
Surely goodness and mercy will follow me all the days of my life,	That's blessing.
And I will dwell in the house of the Lord	That's security.
Forever.	That's eternity.

Randi's Story



Before I came to Adeara, I was in a dark place. I lost my brother and my dad. My daughter Matt-Lynn had been taken away from me. Through those dark years everyone around me was telling me “You just need to pray.” I thought, “Pray, yeah right.” I’d go back to the way it was in my childhood.

I lost all faith in a God when I was 12. I started using hard drugs and selling drugs. I guess you can say I grew up way too fast. My uncle abused me at the age of 9 and another uncle again at the age of 11 to 13. I had no trust in this God who I thought was supposed to protect me. I went from 9 to 19 fast. I was in and out of jail my whole life and in abusive relationships. Then I got pregnant and my ex beat me up so bad I lost my baby at 8 months. The doctor said I’d never have a baby again. I was so sad. All I ever wanted was to be a mom—a good mom—but once again this God person let me down. So, I was dead inside.

My best friend James said, “Why do you think you feel so much craziness in your heart?” I corrected him and said,

“I’m not capable of love. I have way too much hate in my heart.” This was right after I took my brother Peter o life support on December 1st, 2017. He had overdosed on fentanyl in the Edmonton Remand Centre. Just before that, my dad had hung himself. So, dealing with loss after loss, I just gave up.

I started to use even harder. I shut down 100 per cent. I lied and pushed my family away. I was so mean to my mom. In my head, she gave birth to me, she’s the reason I’m here, so I hated her. I hated life. Then I went to jail and found out I was 6 12 months pregnant with Matt-Lynn. 😊

I couldn’t believe it. I was released into sober living but got back together with Matt-Lynn’s abusive dad. Child Protective Services took her from the hospital. Once again, all hope was gone. I started using again, harder than I’d ever done before.

I overdosed and died when Matt-Lynn was two on April 12, 2020. My mother revived me. When I came to in the hospital the doctor said, “Don’t worry, your baby’s fine.”

"I look back and see how far I've come these past 6 months and it's crazy—from so dark to so bright. I finally have hope, it's crazy. I love that I'm not filled with hate anymore and I can see a future."



I was pregnant with Kylee. I was already on the waitlist for Adeara and had warrants out for my arrest.

So, I thought, "I need to go to jail. I've got to get away from Kylee's dad and get sober." I ended up going to jail December 30, 2020. By this time, I stopped doing hard drugs and was only smoking weed. By January 1, 2021, I had drugs out of my system.

I ended up having my baby in jail. While I was there the Crown said they didn't care if I'd just had a baby. I wasn't getting out of jail and Adeara didn't have any room. I was praying, "God please. If this is what I'm supposed to do, I'll do it with all of me. I just want to be a mom."

I got back from the hospital to jail and the guards said, "Call your lawyer." So, I called, and my lawyer said, "You're getting out and going to Adeara." I called my worker and she said, "There's a bed at Adeara for you."

I was so happy for the first few months. I was here only for

my babies. As time went by, I opened up to counsellors. Almost 6 months later I'm finally here for me. I love myself, my family and everyone. Most of all, I love God. I look back and see how far I've come these past 6 months and it's crazy—from so dark to so bright. I finally have hope, it's crazy. I love that I'm not filled with hate anymore and I can see a future.

My dad left me property when he passed away, so I want to start a youth group there. There's an old church on the property and a house. I want to use the house for moms and the church for kid's activities. I have my Business Corporation Management, so I can own my own business. That's what I want to do, because I want to help kids. I know that trauma comes from a young age, so I'd like to help teens who have experienced sexual abuse and addiction.

Randi,
Adeara Resident

Program Update

This year has certainly been a time of change and brought us an opportunity to provide a fresh reset throughout programming. We created a more balanced programming model from the bio-psycho-social-spiritual perspective and implementing programming modules that pertain to one or more of the above areas. Although COVID-19 still impacted some of our programming in 2021, we managed to adapt to the restrictions in place and still keep a well-balanced program for our residents. For example, our women now have gym passes with Fit4less, and when the gym was closed, the women did fitness indoors (or outside weather permitting) usually with an amazing resident who had experience instructing fitness, which was a lot of fun for the women. When the churches were online only, the women had church online in the centre; so, all in all we managed quite well through the pandemic and will continue to do so.

It was sad to have one of our counsellors leave mid-May to continue to focus on her private practice. We have been unable to fill her role until just recently and we are excited to have a new counsellor join the team as of September 1, 2021.

In January we had 10 women in house (our maximum capacity) and from February until July we had a consistent 9 women (and children) in house with 3 of our long-term residents moving into independent living July/August. Of those three long-term residents, two just started school this month and the third moved back East to be with her family and begin her newly gained career in dog grooming. She was mentored by one of our long-time volunteers who took her under her wing and taught her a career in dog grooming. It is so exciting to see the hard work these women do to change their lives come to fruition.

This past year we also did something else in our programming that we are pretty excited about! We currently have 3 of our alumni involved in programming at the centre. Two of our alumni come and teach a class, and one is co-facilitating our aftercare group. We also have two of our alumni who are currently work in our MTAF store. I am a firm believer in having those in recovery help those needing help in recovery. Step 12 in AA/NA states, “Having had a spiritual awakening as the result of these steps, we tried to carry this message to [alcoholics/addicts], and to practice these principles in all our affairs.” The strength and confidence that our women in house get from these amazing alumni is so beautiful to watch and hear them say – “Well...if they can do it then just maybe I can do it too!”

One of the most precious moments I get to experience working with the women is watching them develop a personal relationship with God. To hear them say “I’m just praying about it” or “I’m just trusting God with this” is such a blessing to me and I know it is to all our staff as well. As we continue to open our doors to women and children in the Edmonton area and soon in Sylvan Lake, I know God will continue to restore women and children that come to us for help and will move in a mighty way in their hearts.

God bless,
Kate Wyse, MA, CCC
Clinical/Program Director

"One of the most precious moments I get to experience working with the women is watching them develop a personal relationship with God."





Projects

The Carus Trust

The Carus Trust is a not-for-profit alliance of the People at Risk (PAR) Foundation and Adeara. We are like-minded, faith-based organizations working together on a shared vision. The Carus team sources tools, such as vehicles and real estate assets, for Adeara and PAR, enabling us to better carry and expand our missions.

Sylvan Lake Centre

The Carus Trust recently acquired property in Sylvan Lake that will be used by Adeara to expand our addiction programming. Set to open in 2022, the Sylvan Lake centre, called the Adeara Lakeside Recovery, will be a short-term addiction treatment centre for women in Central Alberta. Since its announcement in 2021, the Sylvan Lake centre has received the blessing and support of so many in the local community. We look forward to opening its doors and helping more women in desperate need of care.

Carus Community Centre

The Carus Trust is also working on a large project in Edmonton, called the Carus Community Centre. This welcoming, multi-purpose facility will support men, women, children and families through a range of services and opportunities. The space will aim to be self-sustained and generate profit through the rental-income of housing units and more than 70,000 sq. ft. for commercial rental space, which will be available for businesses suited to the community, such as medical offices, daycares, and other businesses. The Carus Community Centre will allow Adeara to expand our programming with more than 50 new, custom-built apartments for residents and approximately 100 nearby affordable housing units on the same land, available to Adeara alumni. This opportunity will allow alumni and their families to stay close and remain connected to their community, while gaining their independence beyond Adeara's recovery program.

The Carus Trust is currently acquiring land and updating the facility floorplans. The original concept was developed by Professor Avi Friedman, acclaimed architect, author and UN prize winner in the affordable housing world. Next step is to proceed with rezoning and obtaining development permits and building permits. Our goal is to break ground Fall 2022 or Spring 2023.

Carus Board

Dan Faber, PAR Foundation

Wes Wall, PAR Foundation

Ryan Adams, PAR Foundation

Mark Evans, Adeara Recovery Centre

Charles Evans, Adeara Recovery Centre

Lori Patrick, Adeara Recovery Centre

Ben Trudeau, Independent

Renewed Accreditation Status

Every four years, Adeara must go through a rigorous process of examining every element of its programming to ensure it meets national standards set by the Canadian Accreditation Council. After months of preparation and CAC's third-party evaluation, we're happy to report Adeara has renewed our CAC accreditation in 2021. Our enhanced designations (or areas of specialty) through CAC are: Governance and Management and Woman and Family Shelter Program with Addiction Designation. Maintaining accredited programs are a top priority for Adeara, so we can continue to offer a national level of support to women in need.

What is the CAC?

From the CAC website: *"The Canadian Accreditation Council (CAC) is a non-profit organization that has itself been accredited by the International Society for Quality in Health Care (ISQua), the leading international health care evaluation program. [The CAC] is dedicated to promoting service excellence by using a peer review process based on best practice standards."*



More Than a Fad

More than an ordinary thrift store, More Than a Fad (MTAF) is helping women break free from addiction, one purchase at a time. On July 1, 2021, MTAF launched in a new location, formerly known as Treats N’ Treasures, which was owned by Shepherd’s Care Foundation. Over the past 12 months, MTAF has received tremendous support. New faces and familiar faces and the general Edmonton community have all blessed us by donating, volunteering and spreading the word.

As awareness for MTAF continues to grow, so has Adeara! In July 2021, just a couple days shy of our one-year anniversary, MTAF opened its second location in the Kingsway area of Edmonton. Through this second location, MTAF has been able to increase its staff and purchasable merchandise, engage new people with the work Adeara does, and advance the discussion of addiction recovery across our community.

Retail Experience for Adeara Residents

Through an integration of Adeara’s programming, women in recovery at Adeara have the opportunity to gain retail work experience by volunteering at MTAF.

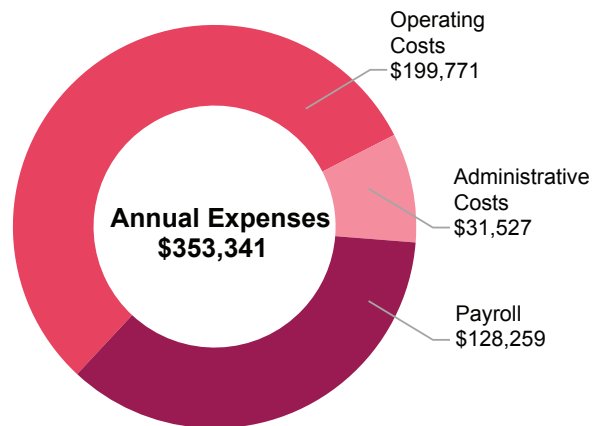
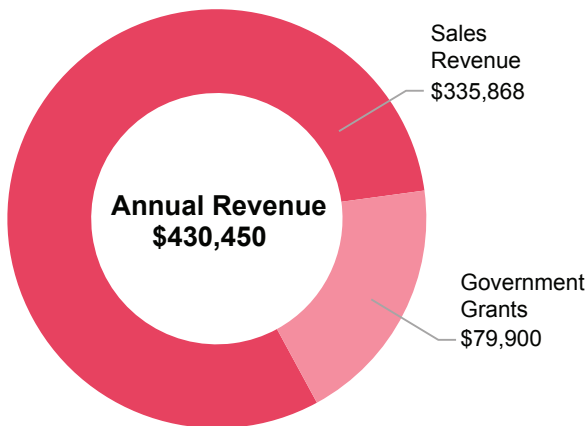
This incredible opportunity helps women build their resumes, develop workplace skills, work in a healthy team setting and prepare for a life outside of Adeara.

Awareness Building in the Community

Changing lives is more than a fad! The MTAF team is passionate about educating the public about addiction recovery in Edmonton, spread awareness about Adeara’s mission and build community among our staff, volunteers and shoppers. Shoppers learn about Adeara through signage on display in the store, talking to our volunteers and following MTAF on social media

Financial Support for Adeara

MTAF is largely volunteer led and contributes 100 per cent of its profits to Adeara. This year was a profitable one for MTAF and as we’ve earned profits, Adeara has redirected these funds into opening a second and third location, to match MTAF’s item donation drop-off rate and increase revenue for Adeara next year.



July 2020
First location, MTAF Southside and online store launch

January 2021
MTAF acquires an additional bay in the building to process the tremendous amount of donations

More than
6,000
Volunteer Hours
in Fiscal Year



February 2021

MTAF gets a brand new, beautifully branded truck to begin furniture pickups

July 2021

Second location. MTAF Kingsway opens

Oct 2021

Third location. MTAF West Point, slated to open





Cheyenne's Poem

"I wrote this when I first got sober." – Cheyanne

I've been here before I think,
I've been here before I swear...
I thought I overcame it then,
Now I don't seem to care.

All the pain that rushes through me
I feel it rushing in...
There's something that felt better,
The rush under my skin.

For a moment I feel okay,
For that rushing second, I feel fine.
All those wasted rushing moments,
Now I'm fighting back my time.

How did I get here again?
I know what I need to do
But how do I trail back there?
I don't want to face the truth.

I feel her pulling at my heart.
I feel her trying to pull me back.
I see the beauty and the love she had
Before I fell off track.

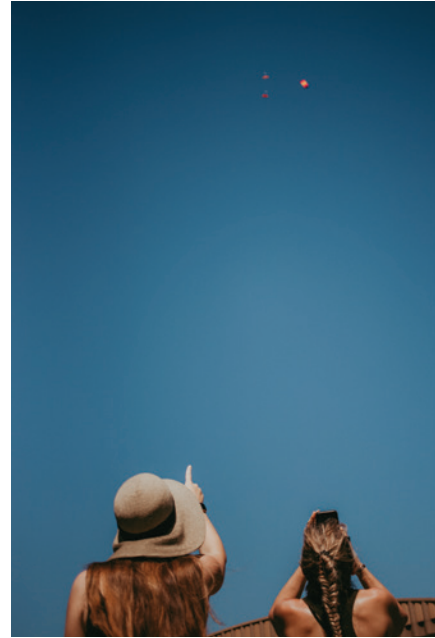
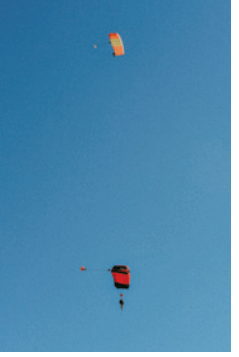
I see the same little girl I was...
Always waiting to feel loved.
Knowing she deserves more
But never gets enough.

Fighting for my life back...
I know what I have to do.
I know I was supposed to be someone,
Now it's time to find out who.

She held me through my weakness,
Somehow gave me the strength.
To be able to beat this thing
It's her I have to thank.

I just had to pick myself up again...
And so, I guess I did.
I don't want to look at my child and see
my own self through my kid.

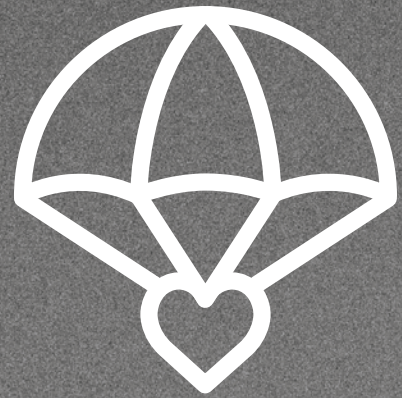
This is crucial for who I am.
It's needed for who I am to become.
I'm stronger than I was.
I'm stronger now when I'm her Mom.





35
Jumpers

\$108,000
Raised



7th Annual Leap of Faith

This past year's Leap of Faith event was full of stops and starts. Due to the COVID-19 pandemic the original June 2020 jump date was postponed to August, and then again to the following June in 2021, so it could take place in smaller cohorts. Despite it all, our jumpers managed to raise \$108,000 for Adeara—our most raised to date! We're so thankful to all 35 jumpers for waiting so patiently amidst COVID-19 restrictions and doing their best to fundraise regardless. Some have even signed up to jump again with the 2021 jumper cohort. Our 2021 Leap of Faith jump is September 2021 and we can't wait!

Special thanks to Hope City Church and Alberta Skydive for supporting this event. We'd like to give a huge shout-out to Kristen Lagore and Mark Evans. They're this year's top fundraisers, raising \$8,574 and \$10,546 respectively. Go team!

Our Supporters



9th Annual Evening of Dreams

This was Adeara's first year hosting an at-home fundraising event. Due to COVID-19 restrictions, our formal Evening of Dreams Gala, which typically hosts up to 600 people, was cancelled. A virtual experience took its place. While it was a different format than we're familiar with, it was an incredible opportunity to use modern technology to show what Adeara is like behind-the-scenes.

More than 100 people tuned in on gala night (November 20, 2020). In the days that followed, the gala video reached more than 600 views! We were pleasantly surprised to see several positive connections take place on the live chat on gala night. We also received lots of encouraging comments for our residents and staff.

In terms of fundraising, the gala produced a fraction of its typical fundraising capability—this is the nature of online events. While we're delighted to have more people learn about Adeara on a deeper level, we knew the format would not provide the same opportunity for personal engagement and connections as the formal event does.

We're looking forward to sharing the content from the gala as individual, stand-alone pieces.

The 2020 (virtual) Evening of Dreams gala challenged our ability to adapt to new circumstances and taught us how to connect with our audience in a new way. This experience will keep on giving, as each video used to build the virtual program was designed to function as stand-alone videos that Adeara can use for future promotional materials for years to come. We're delighted at the outcome, despite not achieving the level of financial support we've received in previous years. We enjoyed collaborating with local artists and businesses to make the virtual experience happen.

Viewed
800+
Times

\$13,500
Raised

Our Collaborators



more
than...
a fad





191
Walkers

32
Teams

\$71,500
Raised

Coldest Night of the Year

This winter marked the first time we hosted the Coldest Night of the Year event in Edmonton. This is a national event where families and community members walk to raise money in support of charities serving people experiencing homelessness, hurt and hunger. We asked you—our community—to create and join teams of walkers to raise money in support of the women of Adeara, who often face these obstacles in their addictions. January and February blew us away, as we had team after team join our cause and far exceed their fundraising goals. Even though it was our first year, we exceeded the average goal for beginners of \$30,000 and raised more than \$71,500—surprising ourselves and the team at Blue Sea Philanthropy!

We're so excited to host the Coldest Night of the Year event again in 2022. With this kind of momentum, who knows what goals we can achieve?

Our Swag
Bag Sponsor

Cycle Works
EDMONTON

Community

Volunteers: The Keystone Program

A keystone is the stone at the top of an arch. It's called the keystone because it holds all other stones in position—without the keystone, all other stones would fall out of place. Our volunteers are invaluable to the work that happens at Adeara—our volunteers are our keystone—without them this organization wouldn't be able to serve our clients. We appreciate and value every one of the volunteers so highly—each is a gift to Adeara.

Due to COVID-19 protocols this past year we've had to de-activate many of our volunteer opportunities, as we've been forced to restrict visitors to the centre. Yet, we know how valuable each volunteer role is. As restrictions have lifted, we're beginning to reinstate volunteer opportunities. Thank-you to all our volunteers who've been patient with this process. Childcare volunteers, drivers, devotional leaders, board members, event volunteers, grocery shoppers and hair stylists—we appreciate each one of you!

Third Party Fundraisers

We're surrounded by a community that goes above and beyond to support us. These individuals find creative ways to gather support and raise money for Adeara and it's our turn to thank them. From selling coffee to hosting yard sales, these incredible folks never cease to amaze us.

"I believe God's desire is for all of us to help those who are less fortunate, especially during the pandemic. What I take from this experience is the generosity of my coworkers. They bought the scrub caps from me, knowing they were supporting a charity and helping women. I feel privileged to help, even if it is in a small way." - Naomi





A big thank you to....

- The Wall Coffee Roasters for selling delicious Recovery Coffee year-round. Lorenn and Michael, the owners, donate 90 per cent of the profits from each bag to Adeara.
- The Warm Hand Foundation for hosting a raffle in support of Adeara, raising \$2,000.
- Melissa LeCren for committing to wearing dresses the month of June to raise \$500 for Adeara, as a part of June Dresses.
- El Santo Taco Food Truck for generously donating \$1,200 of their May sales to Adeara.
- Kirsten Britta Photo for donating the proceeds from a few special photography sessions to Adeara.
- Anchored Collective for donating a portion of their profits to Adeara, through special Adeara-themed clothing and mug sales!
- Celebrate Gluten Free for collecting tips in December in support of Adeara.
- Swish Vintage for donating 20 per cent of their sales profits to Adeara for a week in August!
- Naomi Jack for selling hand-sewn scrub caps to nurses at her work and donating 100 per cent of the proceeds to Adeara

And to all the others who made this year special: you've all made a difference here!

Our Supporters

We're so grateful for the faithful support of the following:

- Leder Charitable Foundation
- SMMART Foundation
- Ben Sawatzky Foundation
- Hope City Church
- The Rebman Christian Foundation
- Southside Pentecostal Assembly
- Shopper's Drug Mart Life Foundation
- Zion Baptist Community Church
- Beulah Alliance Church
- PAR Foundation
- Champion City Church
- Eaglemont Christian Church
- Saints Church
- Sobeys Inc.
- Intact Financial Corporation
- Jireh Industries Ltd.
- Bethel Christian Reformed Community Church
- Stingray Radio Edmonton
- WFG Charitable Trust

Special thanks to:

- g[squared] Marketing
- Etoroma Creative
- Everyother Studio
- WOW! Factor Desserts
- No Woman Without
- Leftovers Foundation
- Shopper's Drug Mart
- City Homes

Thank you to all the individuals, businesses, churches and foundations who invest so generously in the lives of Adeara's beautiful women. Your kindness has made an eternal impact.

Grant Funding

- Blue Sea Foundation Inc.
- Alberta Culture and Status of Women - CIP Operating Grant
- Alberta Addiction and Mental Health - Mental Health and Addiction COVID-19 Community Funding Grant







Financial Year Summary

2020/2021

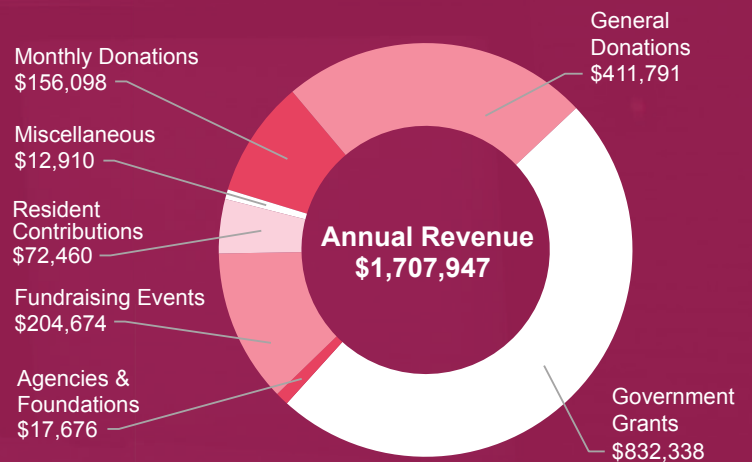
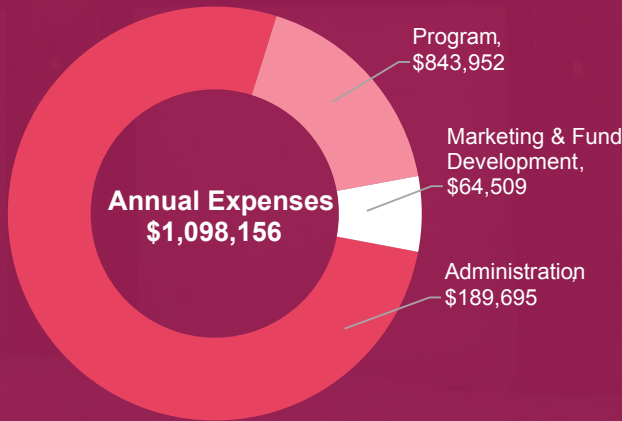
Our plan for 2019-2020 was to increase our monthly income and that remained a focus for this year as we looked to expand. The COVID-19 pandemic continued to challenge these goals, but we are so grateful for the generous support of our donors throughout this past year. While we have been fortunate to receive government support, and the opportunity to apply for additional grants, it is the continued support of our donors that makes our work at Adeara possible.

The pandemic made hosting fundraising events difficult, but our team adapted to the ever-changing situations. We hosted a virtual Evening of Dreams Gala and postponed the Leap of Faith event—with successful jumps taking place in June 2021. We also participated in new events, such as the Coldest Night of the Year, which allowed us to connect with other organizations and expand Adeara’s awareness.

The success of our More Than a Fad thrift stores continues to amaze us. We opened a second location this year and are slated to open a third location in the coming months. The team has done a wonderful job generating funds for Adeara, while navigating the COVID-19 restrictions with grace. Our partnership with Wall Coffee Roasters continues to grow and our own branded Recovery Coffee is creating awareness and support for Adeara.

As we look forward to the coming year, our goal of sustainable expansion remains a priority. We will continue to look for new ways to raise funds and increase awareness throughout the city and beyond.

Jayton Sontag,
Board Treasurer



Growing Forward

Upcoming Events

Evening of Dreams – November 12, 2021

Purchase tickets at Adeara.ca/EOD
Early bird ends September 30, 2021

Coldest Night of the Year –
February 26, 2022

Donate, walk, or start a team at cnoy.org/edmontonwest

Leap of Faith – Date TBA

Follow us on social media to receive updates about
our 9th annual Leap of Faith.



adeara

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