

2023–2024
annual report



Adeara Recovery Centre

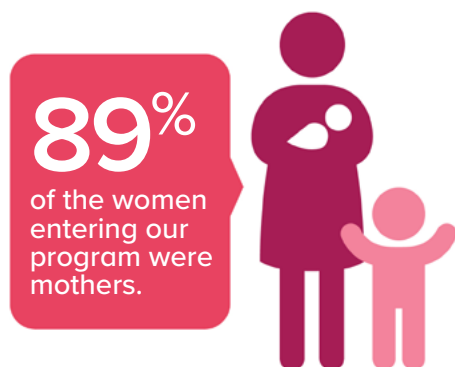
Adeara licensed under the Mental Health Services Protection Act and accredited through the Canadian Accreditation Council.



Who We Are

Adeara is an accredited addiction recovery centre for women and children. Our long-term, faith-based program guides women through each stage of their healing journey—from addiction to recovery, and ultimately reintegrating into healthy community.

Formerly known as the Edmonton Dream Centre, we have worked tirelessly to provide hope, healing and restoration to women in need since 1998. In that time, we have witnessed the lasting positive effects of long-term, residential programming on women overcome by addiction. During this fiscal year at Adeara:



Alcohol

was the substance most responsible for clients' addictions.



The average length of stay in the Adeara program was

236 days.

Report from Executive Director

As I take time to reflect on the last fiscal year, I am reminded of God's faithful provision and the consistent support that has come from our community. Not only have we seen lives transformed and families restored, but we have also had the chance to celebrate reaching our financial goals and witness significant areas of growth in our program and team. Our focus this past year was guided by four key strategic priorities:

Exploring Program Enhancements

Enhancing our program started with identifying and reinforcing our niche in the Mental Health and Addiction sector. As we evaluated Adeara's current program in the context of our industry, we were able to identify gaps in the continuum of care which led to opportunities for Adeara's enhancement. We identified the need for continued care for past clients, support for clients transitioning into independent living, and further commitment to the biopsychosocial-spiritual components of recovery, all of which have seen significant progress in the past year.

Elevating Organizational Culture

We have continued to focus on strengthening the core of Adeara by bringing greater attention to our employees and organizational culture. At the heart of our work, we remain committed to treat the women and children we support with **love, compassion, integrity, accountability, respect** and **dignity**. We seek to treat our team and stakeholders in the same way. Over the past year, we have seen a deepened commitment by each member as we align and live out Adeara's core values.

Ensuring Financial Stability

As a charitable organization that depends on its community of support, we continue to be overwhelmed and grateful for the consistent contributions of each person. Personal, emotional and financial engagement from each stakeholder allows Adeara to fulfill its mission year after year. We are incredibly thankful for the support offered this last year and humbly request that those who felt inclined to support last year would choose to support again in the years to come. Adeara's work continues because of each of our supporters, so thank you so much.

Enhancing Organizational Structure

Infrastructure is a strategic investment that not only supports Adeara's current operations, but also positions us for future growth. We recognize that by focusing on scalability, efficiency, innovation, and risk management, we can build a solid foundation that leads to the long-term organizational health necessary for expanding the impact of Adeara.

Our work in these key priorities is not yet done! These areas of focus will continue to propel us toward fulfilling our vision and mission. As we share updates and challenges along with prayer requests and celebrations, we hope to continue to inspire, strengthen and expand our community of support, giving way to greater connection to the changed lives that exist in our program and beyond.

Thank you for trusting our team and believing for transformation in the lives of the women in our program. Every life matters, including yours!

Lori Patrick

Executive Director



Core Values

Over the past year, we have prioritized elevating the culture of Adeara by fully embracing our core values. These six values uniquely guide all our actions, shaping how we serve women and children, interact with each other, and engage with donors and stakeholders. They are the foundation of our work at Adeara, ensuring that our efforts are consistently aligned with our mission.

Our values are serving women and their children with **love, compassion, dignity, respect, integrity** and **accountability**.

Five principles that drive what we do which can be applied in every area of Adeara:

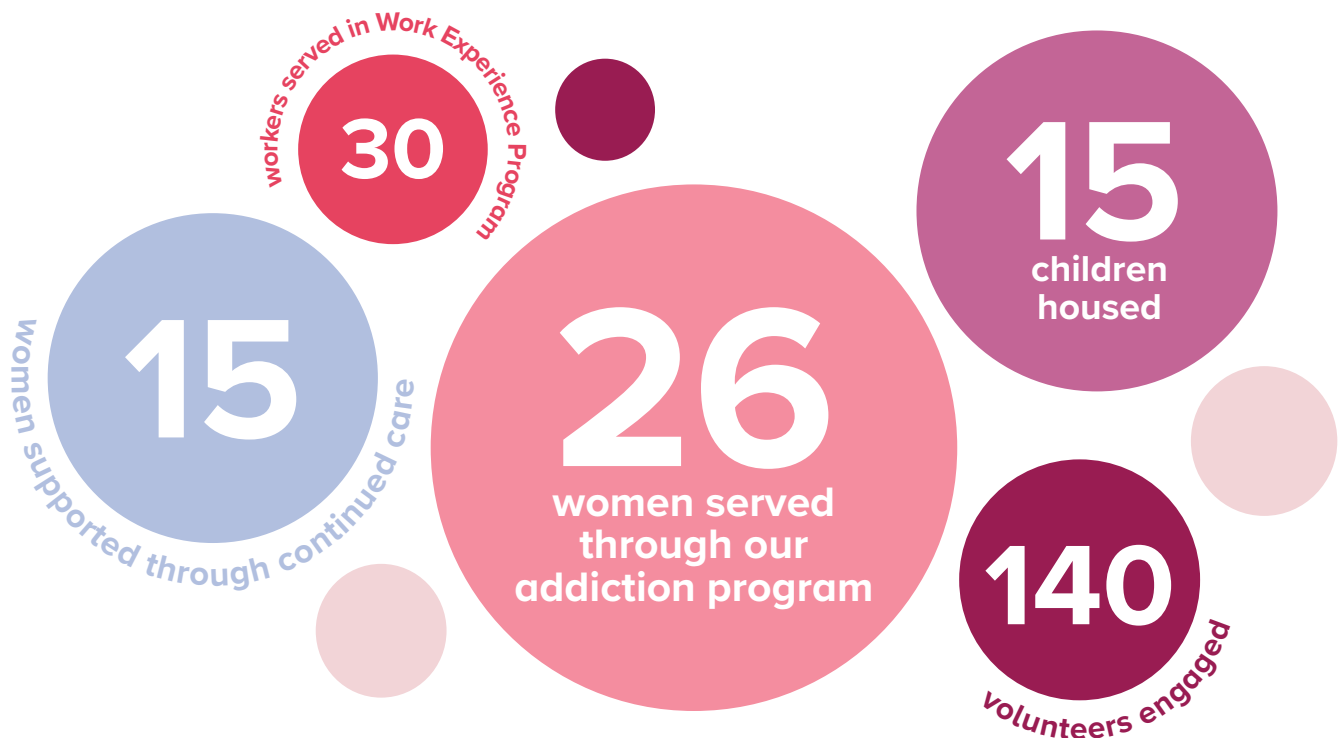
1. We demonstrate the unconditional **love** of Christ.
2. We are compelled to respond to suffering with **compassion**.
3. We believe each person is deserving of **dignity** and **respect**.
4. We act with **integrity**, seeking to honor God in everything we do.
5. We strive for excellence through establishing **accountability**.




Our mission is to empower and equip women to live in sustainable recovery through hope, healing and restoration by providing long-term, faith-based programming, counselling, and life skills support.

Your Impact

Your support in 2023–24 has been instrumental in reaching women and children in need. For every life lost to addiction, the effects are experienced by a community: children, families, and societal systems. When women are healthy, it strengthens the community as a whole. Thank you for making a difference this year.





A Letter to Myself in Recovery

The following is a letter written by a current client in Adeara's program, addressed to herself during her recovery journey. It's in moments of reflection that we truly grasp the distance we've travelled. While the path to recovery is never straightforward, there are instances—like the one you're about to read—that capture the reality of the process and offer hope that recovery is not only possible but is happening, one life at a time.

Dear Becca,*

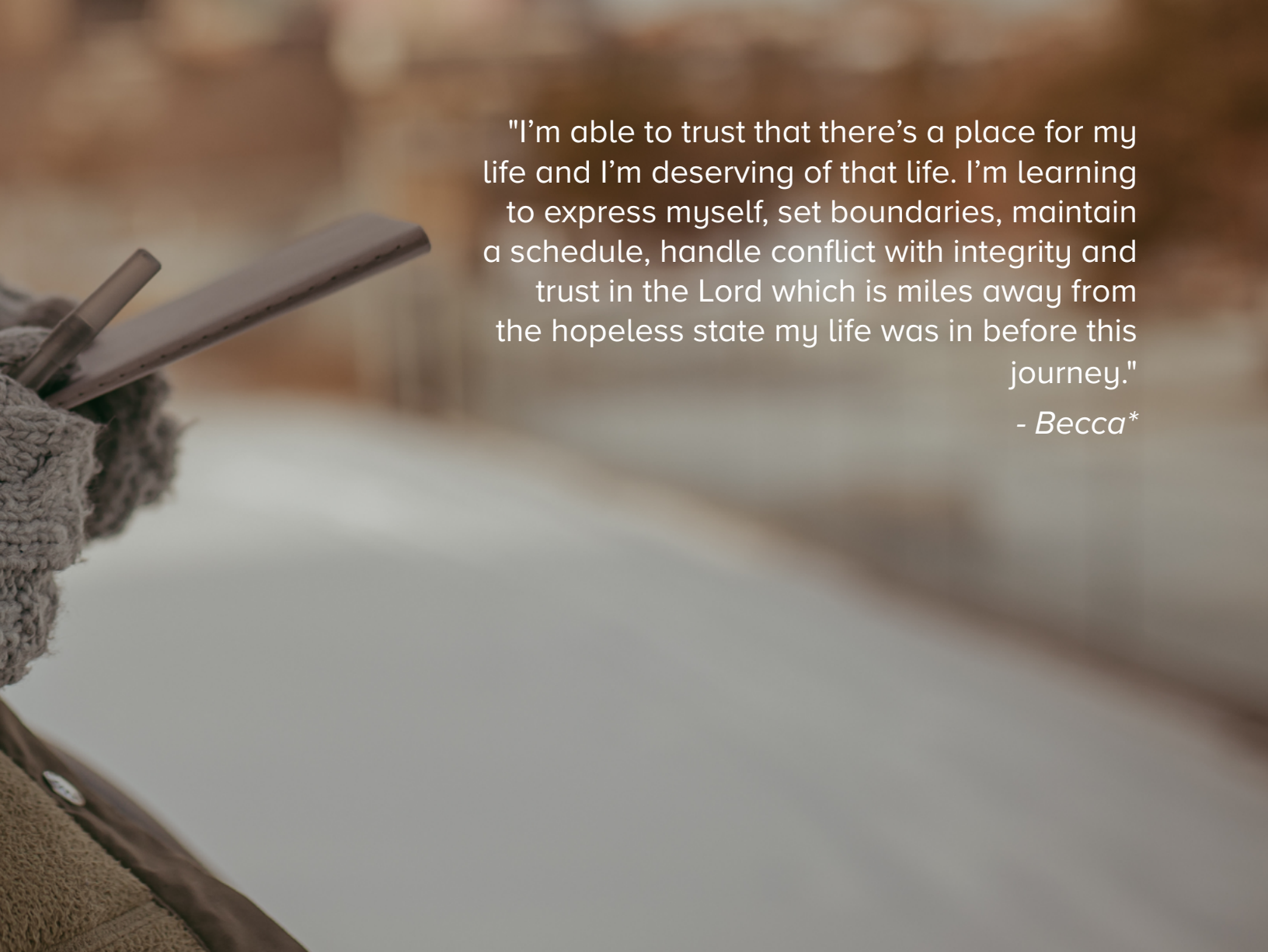
This is a letter of appreciation for you to recognize and acknowledge everything you have done and will continue to do to better your life for you and your daughter.

Well, firstly, congratulations on 9 months, a new

record for you. You're reunited with your daughter, you've quit smoking and vaping, found your faith, and are rediscovering who you are. It's easy to forget that the battle with addiction is a daily fight, and every day you're proving just how much you've grown in recovery.

I've learned to always be on alert, 'cause the enemy is waiting to eagerly to take me back down. That won't be easy, as I'm learning to open up to others about my weaknesses, be honest with others and myself, lower my defences, be honest, prioritize self-care, help others, and, most importantly, pray for guidance and wisdom from God.

I'm able to trust that there's a place for my life and I'm deserving of that life. I'm learning to express



"I'm able to trust that there's a place for my life and I'm deserving of that life. I'm learning to express myself, set boundaries, maintain a schedule, handle conflict with integrity and trust in the Lord which is miles away from the hopeless state my life was in before this journey."

- Becca*

myself, set boundaries, maintain a schedule, handle conflict with integrity, and trust in the Lord, which is miles away from the hopeless state my life was in before this journey. These things are irreplaceable and I don't give myself enough credit for putting in the work and committing to it day after day.

I'm learning how to be a healthy, supportive, and sober mother on top of it all and that alone is worth every struggle, every negative thought, or old coping skill I have to fight. I appreciate you and all the effort you make to stay one step ahead of addiction. I love you and thank you for finally realizing you're worthy of a life of joy, faith, love, and hope.

- Becca*

As we can't always show you the women in recovery at Adeara for the sake of their privacy and safety, we hope you appreciate this glimpse into the life of a client who is navigating the real struggles of addiction recovery today and seeing progress in the midst of it.

It's because of your support that Becca* is finding hope and healing for herself and her daughter at Adeara.

*Please note: we've used a pseudonym to protect this client's privacy.



Adeara recieved
146
applications from
women in need this
year

Our Applicants

When an application is first received at Adeara, our team must first determine which applicants are best suited for our program. Adeara is an intensive, highly structured program which requires total commitment to the recovery process. The structure and intensity of our program is designed to support women with severe, long-standing substance use issues which have caused significant impairment in their lives.

At intake, our team uses the DSM-V-TR diagnostic criteria for Substance Use Disorder to gauge the severity of the applicant's addiction. This criterion includes 11 factors that assess a person's impaired control, social impairment, risky use, and pharmacological effects, such as:

- continued substance use despite persistent or recurrent social or interpersonal problems as a result of the substance's effects
- spending plenty of time obtaining the substance, using the substance or recovering from its effects
- requiring a markedly increased dose of the substance to achieve the desired effect

The applicants that are deemed to be suitable for the program often have severe addictions, meeting 8 or more of the 11 criteria.

Many women come to Adeara with various prior attempts at short term programming, and have recognized that a long term program is necessary to sustain their recovery and truly heal from the widespread impact of addiction in their lives.

Getting to Adeara

Bringing a woman into the program is often a difficult process. Our applicants are in highly unstable situations, often experiencing homelessness, abusive relationships, active substance use, criminal charges and Child and Family Services involvement.

From the moment an applicant is accepted into the program, the Clinical Team begins working with them to safely bring them into the program. There are many obstacles to overcome at this stage, such as:

- medical detoxification for women currently using substances
- coordinating a safe place for their children to go to prior to coming into Adeara for stabilization
- moving out of their current living situation and packing up and storing belongings

The Clinical Team works closely with applicants at this stage, ensuring they are able to manage the various stressors to get into the program safely. This process includes:

- setting up referrals to drug and alcohol detoxification
- working with lawyers, probation/parole officers, caseworkers and other supports
- working with other treatment programs to coordinate door-to-door admission from another program to ensure women coming from another program can remain sober while en route to Adeara

Often, when women take the step to choose recovery, many obstacles come against them to keep them in addiction and unsafe situations. Our team prays for women during this process to ensure they are able to safely arrive to our program and begin the recovery journey.

The 20 applicants over the past year came to Adeara from the following situations:

- 6 women from living with friends and/or family
- 7 women from drug and alcohol detoxification
- 6 women from another treatment program or supportive housing program
- 1 woman came upon release from incarceration



The First Few Weeks

The initial weeks in the program can be very difficult as a woman fights to remain committed to her newfound sobriety while beginning to process the pain and trauma that may have led to addiction.

At this stage, our program focuses on helping women stabilize while meeting their basic food, shelter, safety, and medical needs. During this stage, women often discover medical concerns which may have been neglected in addiction. Each woman is connected to a physician and dentist to receive medical and dental care. Women are also connected to financial supports prior to admission in the program through Alberta Works. All that said, our primary focus at this stage is safety—clients are on a highly structured schedule and receive support from staff for every need.



Family Reintegration

We collaborate with Child and Family Services (CFS) to ensure children can safely integrate into their mother's care once she has been able to stabilize in the initial stage of recovery. Clients are supported in making childcare and school arrangements for their children while the clients are in daytime programming.

Integrating children back into their mother's care can also be a complicated process. Often, children have been separated from their mothers prior to admission to the program due to addiction and CFS involvement. Children may experience neglect, abandonment and trauma due to their parents' severe addiction.

In the coming year, we hope to be able to expand our services to provide more comprehensive family programming that will help repair the fractured relationship between mothers and children. This will deepen the support we are able to provide and will help ensure that children can also begin to heal from the effects of their mother's addiction.



Our Recovery Program

Adeara provides in-depth addiction programming for clients over the course of one year to treat the whole person. We follow the biopsychosocial-spiritual model, believing that each of these elements is essential in creating long-term, sustainable change for women in addiction and their families.

Biological

Biological aspects of our program typically include fitness, nutrition workshops, daily chores, medical and dental care, pharmaceutical care, and sleep hygiene.

Over the past year, we have been able to offer women **423 hours** of biologically-based programming and support through our program.

423
hours

Psychological

Psychological aspects of our program typically include Individual Counselling, Group Therapy, Rational Emotive Behavioural Therapy, Art Therapy, Relapse Prevention, and Celebrate Recovery classes.

Over the past year, we have been able to offer **488 hours** of psychological-focused programming.

488
hours

289
hours

Over the past year, we have been able to offer **289 hours** of spiritually-focused programming.

Spiritual aspects of our program typically include daily devotions, weekly church, discipleship and Alpha courses. Scripture and Biblical principles are also integrated throughout class discussions.

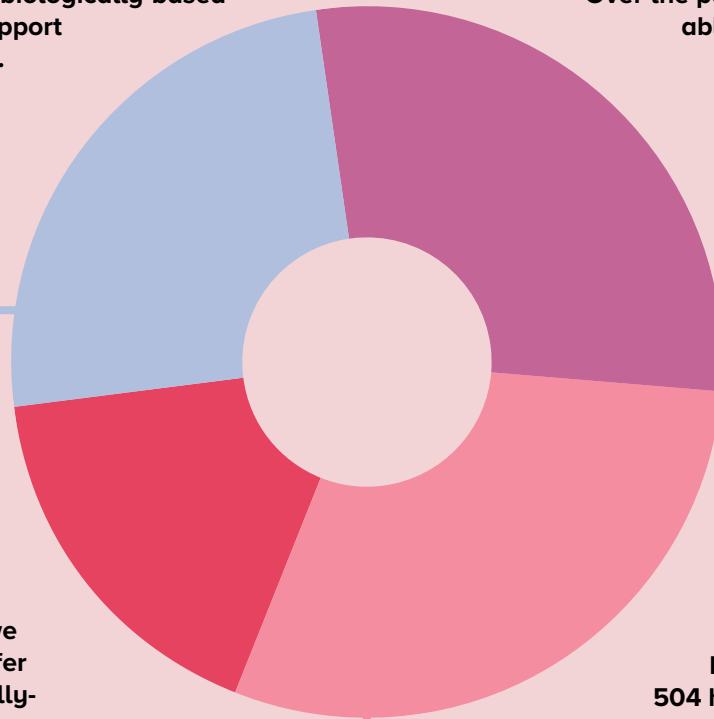
Spiritual

504
hours

Over the past year, we have been able to offer **504 hours** of socially-based programming and support.

Social aspects of our program include a work experience program, family events, milestone celebrations, and Boundaries, Codependency and Healthy Relationship classes.

Social



Self-Reported Client Growth

While numbers of women served or hours of programming offered can be a great glance into the impact of our program, these statistics don't show the quality of change women at Adeara are creating in their lives. At the end of this fiscal year, we asked current clients to rate how they have grown in our four areas of focus: biological, psychological, social, and spiritual.

The clients in the recovery program surveyed self-reported significant growth (indicated by an average score of eight or higher on a scale of zero to ten) in:

Bio

- Establishing healthy habits through weekly meal planning and grocery lists
- Managing my stress through daily scheduling and planning
- Maintaining my physical health through proper hygiene, a regular sleep schedule, and daily chores
- Maintaining a healthy lifestyle, including regular exercise
- Consistently taking my daily medication

Psych

- Identifying underlying factors that have contributed to my addiction
- Safely processing traumatic events that have contributed to my addiction
- Recognizing the impact substance use has had on my life
- Identifying personal coping strategies to mitigate my risk of relapse
- Regulating my emotions through the use of healthy coping strategies

Socio

- Recognizing the impact of addiction on my child/children's wellbeing
- Celebrating personal milestones without the use of substances
- Engaging in meaningful social interaction and activities without the use of substances
- Recognizing health and unhealthy relationships in my life
- Establishing healthy community supports (e.g., church, recovery groups in the community, etc.)

Spiritual

- An increased sense of purpose in my life
- An increased sense of hope for the future
- An increased awareness of my personal morals, values and beliefs
- My spiritual identify in Christ
- My ability to forgive myself and others

We aim to empower women to cultivate lasting recovery that is sustained beyond the scope of our one-year program. Through the tools and skills our team provides, women are equipped to carry and grow their recovery independently for the rest of their lives, breaking the cycle of addiction for themselves and the next generation.



Continued Recovery Care

Upon completion of Adeara’s program, women begin the process of transitioning back into the community. This process is usually quite difficult—clients in independent recovery are essentially learning to live a new life. Without a strong support network, women in newfound recovery are at risk of relapse and returning to past cycles of destruction.

This year, Adeara took an important step forward in developing a continued care program. This program now provides ongoing support for all past clientele, regardless of their present situation or how they left the program.

Since the program’s launch in January 2024, Adeara has provided support to 15 women in independent recovery by connecting them to recovery supports, community resources, and accountability while keeping them in relationship with Adeara. We continue to plan for growth of our continued care program, and look forward to providing updates via our website, monthly e-newsletter, and annual reports.

More Than a Fad Thrift Store

Since the store's conception over four years ago, More Than a Fad has been committed to being more than an ordinary thrift store. Our mission is to provide a welcoming shopping experience that helps fund Adeara's addiction recovery program for women.

Expanding Horizons

As More Than a Fad continues to grow, so too do the opportunities for community collaboration! Over the past year, we've been fortunate to forge impactful partnerships with various local organizations, each contributing to our mission in unique and meaningful ways.

One notable collaboration has been with the University of Alberta. We've been thrilled to work with student clubs such as JDC West, Women in Business, and the Alberta Not-For-Profit Association (ANPA). These groups have generously dedicated their time and expertise to support our initiatives, volunteering numerous hours and providing invaluable assistance. Additionally, we partnered with the U of A's Community Service Learning program, where students from a senior-level marketing class collaborated with our team to develop a marketing strategy aimed at boosting sales and raising awareness for More Than a Fad. These partnerships have significantly expanded our reach in the 18–24 demographic, providing valuable insights and strategies for better engagement.

Our efforts to expand our awareness have also extended to pop-up shops. These temporary setups, featuring a curated selection of items from our store, have allowed us to connect with diverse new audiences. This past year we hosted pop-ups at various youth groups, the U of A Green for Good Market, J. Percy Page High School, and KDays Vintage Market. These events have not only boosted our sales but also enhanced our visibility in the community.

With each partnership and event, we are excited to see our reach and impact continue to grow. We look forward to continuing these collaborations and exploring new opportunities to connect with our community, all while advancing our mission.

Volunteer & Work Experience

Our volunteer and work experience opportunities have continued to grow. We've had the privilege

of hosting participants from organizations such as Winnifred Stuart, Mount Carmel Bible College, and Adeara's Work Experience program on a weekly basis. Throughout the year, we've also welcomed groups from Youth Unlimited, various churches, Vanguard Bible College, and the University of Alberta, all coming together to serve our mission. We look forward to seeing continued expansion of our Work Experience program in the coming years.

Aside from these special groups that support our store, we are incredibly blessed and grateful to have over 50 active volunteers who consistently give their time and energy throughout the year. As a nonprofit thrift store, we rely heavily on our volunteers for the operations of the store—we truly couldn't do any of it without them.

Finances & Looking Forward

Our team was eager to shift focus toward the growth and improvement of the Southside store this past fiscal year. Over the past year, More Than a Fad has not only continued to build awareness but has also exceeded our goals, reflecting the results of our collective hard work and dedication. Our financial performance has been particularly strong, with significant strides in income generation and surpassing our financial targets.

As we enter the new fiscal year, our priorities will be to achieve higher profit goals, reduce expenditures, and enhance our team culture. This will involve striking a careful balance and making a concerted effort to build consistency, implement robust policies, and cultivate a strong set of values supported by a meaningful mission that drives our work forward.

A Final Farewell

We extend our heartfelt gratitude to Charlene Nanninga, who has been instrumental in the store's success since the very beginning. She has recently moved on to new ventures, and we honour her significant contributions to the successes of More Than a Fad's financial and community growth. Thank you for pioneering the way, Charlene!



697,536
items donated,
sorted, and priced

Volunteers
contributed over
7,921
hours to the
store



\$574,647
total sales this year



**more
than...
a fad**

6924 68 Ave NW,
Edmonton, AB T6B 3C5
(780) 436-8662

www.morethanafad.ca



@more.than.a.fad



880
 Attended
 \$370,992
 Raised

Our Event Sponsors

Coldest Night of the Year: Ascend Psychology, Flare Mortgage Group, Hope City Church, Planet Fitness, Starbucks

Golf Tournament: Aspire Investments and Insurance, Q Line Trucking, World Financial Group, The Stair Shop Ltd, Legion Piping Fabricators Inc, Martin Deerline, Collins Capital, SureFire IT Solutions Inc, Regent Signs, Pure Water Connection, Sam's Craft Iron Ltd, Ward Tire, James H. Brown & Associates, Little Potato Company, MHK Insurance, Bridgespan Cafe & Grill, Massage Experts, Action Electrical Ltd, The Wall Coffee Roasters, Christian Credit Union, Optiprime Mechatronics Inc, Vanbeek Conctruction Inc, Blessings Foundation, Edmonton Corn Maze, The Biddle Johnston Wealth Management Team, Janz Family Dental, Monarch Insurance Brokers Inc

Evening of Dreams: Duggan Family Dental, Collins Capital, Freson Bros, Al-Terra Engineering, PAR Foundation, Groome Real Estate, Myshak Group, Tower Wealth, The Wall Coffee Roasters

Events

I'm excited to reflect on what has truly been an incredible year for Adeara! We made the strategic decision to relocate our gala to a new venue, aiming to provide an elevated experience for our attendees. This move has allowed us to enhance the event's ambiance and offer a more refined setting, ultimately contributing to a memorable and impactful evening for all involved. We also took a bold step forward by launching a new summer Golf Tournament aimed at connecting with more local businesses. Its success was made possible through the efforts of our planning committee, sponsors, donors, volunteers, and staff.

From the meticulous planning stages to the enthusiastic participation on the day of the event, your commitment and hard work were evident and greatly appreciated. Thank you for your unwavering support and active involvement throughout the year. As we look back on these achievements, I am filled with gratitude and optimism for the future. Together, we have set a high bar for excellence, and I am excited to continue building on this momentum. Thank you for being an integral part of our mission!

Juli Holland
Engagement Lead

Evening of Dreams Gala



On October 20, 2023, nearly 500 supporters gathered to stand with women bravely breaking the cycle of addiction in their families. We celebrated our 25th year as an organization, heard powerful stories of transformation, and saw that with the right support, addiction is treatable. Thanks to your generosity, we raised \$210,000! We look forward to gathering on October 18, 2024 for our next Evening of Dreams Gala.

Coldest Night of the Year



We hosted our fourth annual Coldest Night of the Year walk—a national event where families and community members walk to raise funds and awareness for those affected by homelessness, hurt and hunger. This year, 240 walkers and 32 volunteers braved the cold and raised \$66,344 for the women and children at Adeara. We hope you'll join us next year on Saturday, February 22, 2025!



Golf Tournament

Adeara held its very first golf tournament this year at the stunning Ranch Golf and Country Club. It was a memorable day of sport, camaraderie, and philanthropy, that raised \$94,648 for Adeara! We are already looking forward to next year's tournament in 2025.



Our Community

Monthly Donors

Our generous community of monthly donors is committed to supporting the work behind the scenes, which ranges from thoughtfully making each client suite feel like home to coordinating fresh produce and groceries for clients. These donors are a lifeline to our work. Thank you to the 24 dedicated individuals who joined our community of 133 total monthly donors this year. We are so appreciative of you!

You can join our monthly donor community by visiting adeara.ca/monthly.

Needs List Supporters

Giving financially or with your time isn't the only way to support Adeara. Every month, Adeara updates adeara.ca/needs with a list of items needed at our centre. And every month, we are blessed by individuals who step up and fill those needs. Thank you to the 40+ givers who gave to Adeara's needs this fiscal year.

Volunteers

Our volunteers are the fabric that make up Adeara and More Than a Fad. They are invaluable to the operations of our program and store, infusing every aspect of Adeara with a rich sense of community while embodying the values that set Adeara and More Than a Fad apart.

This year we had 92 volunteers facilitating classes, leading devotions, serving on our board and supporting our events for a total of 992 hours. At More Than a Fad, 50+ volunteers served over 7,921 hours sorting, pricing, cleaning and merchandising, making the wheels turn at the store. Thank you to each individual who has given their time and talents this past year.

A big thank you to the following community members...

- Leftovers Foundation provided quality weekly grocery donations.
- COBS Bread Harvest Pointe donated baked goods to all of our events.
- New Sarepta Busy Bees gifted hand-made quilts.
- O and A Decor went above and beyond in making our events look stunning.
- P Treats created incredible custom cookies for several of our events.
- Hillview Baptist Church raised \$5,000 for CNOY and assembled a large team of walkers.
- Tiny Tots Daycare sponsored dinners and other fun activities.
- The Wall Coffee Roasters donated a large portion of all Recovery Coffee sales to Adeara.
- Kids on Track hosted an appreciative Mother's Day event that many of our clients attended.
- The Back Porch donated amazing gift bags at Easter.
- All One Jewelry provided essential items like kitchenware, hygiene and cleaning products.
- YESS donated new Vans shoes.
- Celebrate Gluten Free donated delicious desserts for our monthly celebrations.

...And to all the others who made this year special. We appreciate each of you!



8,913+
volunteer hours
contributed

“My favourite part of MTAF is the people. I was pretty lost when I first volunteered and the women at MTAF took me in with open arms and kind hearts.”

- *Rebecca, MTAF Volunteer*

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

- Bethel Christian Reformed Community Church
- Beulah Alliance Church
- Champion City Church
- Covenant Christian Reformed Church
- Eglemont Christian Church
- Edmonton Church of God
- Ellerslie Road Baptist Church
- Evolve Church
- First Christian Reformed Church
- Gospel Centre Church
- Hope City Church
- North Pointe Community Church
- Rehoboth Christian Ministries
- Saints Church
- Spruce Grove Alliance Church
- Southside Pentecostal Assembly
- Terwillegar Community Church
- The Park Pentecostal Church
- Trinity Christian Reformed Church

Special thanks to:

- Nudge Creative
- g[squared] Marketing
- Journey Cafe
- Safeway Pharmacy
- SureFire IT Solutions Inc.
- Vimark Solutions
- Regent Signs
- No Period Without
- Shoppers Drug Mart
- University of Alberta
- Edmonton Food Bank
- Seen Ministry

Grant Funding

- Edmonton Realtor's Foundation
- Canada Summer Jobs Wage Subsidies
- Government of Alberta Community Grants

A Message from Our Board Chair

As we wrap up another incredible year, Adeara remains dedicated to empowering women in addiction, guiding them toward a life of freedom and recovery. This past year has been transformative as we've witnessed women make significant strides in their recovery journeys.

Our board has been focused on our core priorities throughout the year. We've long dreamed of acquiring a building to serve as a transitional home for the women in our program, and this year, that dream became reality. After successful negotiations, we took possession of the property in August 2024. This new facility will be a pivotal addition to our mission, providing vital support as women continue their paths to recovery.

It was that clarity on our core priorities that brought about the tough decision to step back from the Sylvan Lake project which this community supported us on. To read more about the Sylvan Lake Announcement, please visit adeara.ca/sylvan-lake.

Financially, we've been abundantly provided for this year. The outpouring of support from individuals, families, businesses, foundations, and churches has been overwhelming. Words cannot fully express our gratitude for your continued generosity and investment as we continue our work.

More Than a Fad thrift store has seen remarkable success. Community ties have strengthened, workplace training is being delivered, and a crucial awareness for Adeara has increased. Thanks to these efforts, we transferred \$80,000 from the thrift store to Adeara at the end of June. We're eager to see what the coming year holds as More Than a Fad continues to gain momentum and make a difference.

Looking ahead, we remain deeply grateful for the unwavering support and prayers from you, our community. Your faith and trust in this organization means women are walking away from their addictions and entering a new life, full of freedom and hope.

Sincerely,

Jesse Jervis
Board Chair



Leadership

Our Team



Lori Patrick
Executive Director



Natasha Varma
Clinical Lead



Tracy Lemke
Operations Lead



Loudell Herms
Facility/Life Skills Lead



Kendra Thompson
Communications Lead



Juli Holland
Engagement Lead

Our Board



Jesse Jervis
Chair



David Cornock
Vice Chair



Jayton Sontag
Treasurer



Shauna Yohemas
Secretary



Fraser Genuis
Director



Tammy Ward
Director

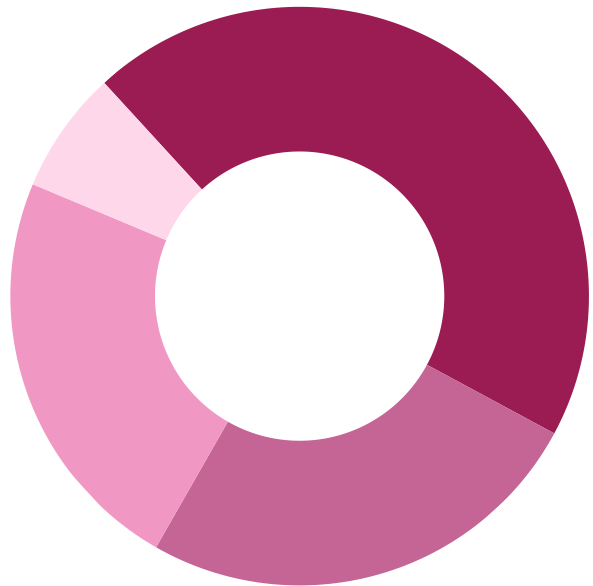
Financial Report

2023–2024

Revenue

\$2,263,007

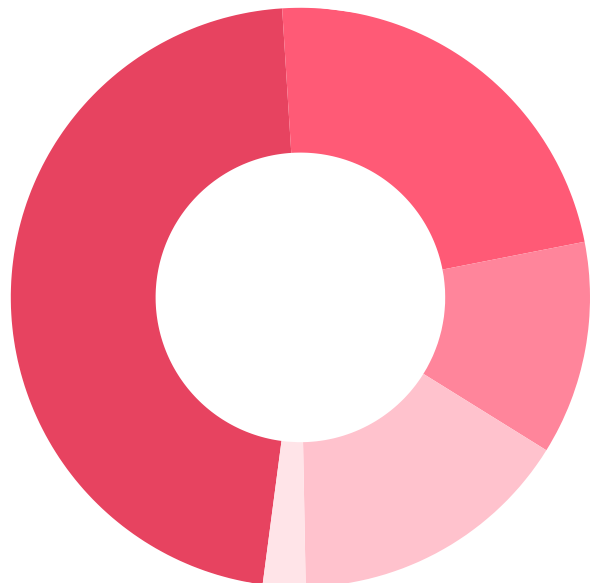
- 45% Donations \$1,010,992**
Donations & Campaigns, 59%
Fundraising Events, 41%
- 25% Thrift Store Sales \$574,647**
- 23% Grants \$521,688**
Other Charities, 82%
Grants, 18%
- 7% Other \$155,680**
Resident Contributions, 43%
Interest, 42%
Amortization, 10%
Other, 5%



Expenses

\$1,931,232

- 47% Program \$905,984**
- 23% Thrift Store \$442,778**
- 16% Development \$306,256**
- 12% Administration \$230,342**
- 2% Amortization \$45,872**



The above is a breakdown of Adeara's financial statements for the fiscal year of July 1, 2023 to June 30, 2024. See previous annual reports at adeara.ca/reports.

*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.

Financial Year Summary 2023–2024

Our main focus this past year was financial stability. While we were honored to celebrate Adeara's 25th anniversary, we want to ensure we can continue and celebrate another 25 years. Building consistent and reliable revenue streams through donations and awareness-building fundraising events is key. Our main event, the Evening of Dreams Gala, continues to anchor our fundraising year. We were very excited that our newest event, the Adeara Golf Tournament, was successful despite rainy weather. The Coldest Night of the Year, Heart of a Mother, Giving Tuesday, and Year End campaigns continue to provide reliable funds. I want to say a big thank you to all who donated and participated. I also want to thank our regular monthly donors, who support Adeara's cause faithfully. You are vital to our financial stability.

After changing the focus to only one location last year, More Than a Fad thrift store (MTAF) thrived and was able to generate significant support and awareness for Adeara. To all the employees and volunteers who make it possible to open our doors each day, thank you for all you do. The hope for MTAF when we first explored the opportunity was to create a steady revenue stream for Adeara, and it has become a fundraising event that never ends. To everyone who has shopped at the store, thank you for supporting our cause and I hope you will come again.

Managing our expenses is the other component of financial stability, and is just as important as raising revenue. I am proud to say that our expenses came in under budget for the year and I want to extend a huge thank you to the Adeara and MTAF teams that made it happen. Ensuring proper stewardship of the funds donated to Adeara is very important to me and we are blessed to be supported by such amazing people who carry that mindset every day.

I am excited about the year ahead and the opportunities available to us. Thank you to everyone for your continued support. Adeara's work is not possible without generous donors like you.

Jayton Sontag
Board Treasurer



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