

2023/2024

ALIGN ANNUAL REPORT



TOGETHER, WE ARE BOLD. TOGETHER, WE ARE
EXPERTS. TOGETHER, WE ARE STRONGER.



A MESSAGE

FROM OUR ED & PRESIDENT



Sonja Polz



Rebecca Chahine

In 2023-2024, ALIGN Association of Community Services has continued its commitment to enhancing the lives of children and families across Alberta. This year has been one of significant growth and transformation as we navigated both opportunities and challenges with resilience and innovation.

During this period, notable activities and achievements included ALIGN's continued focus on Government Relations, which fostered opportunities to develop collaborative working relationships. The organization continued its initiatives and project work, such as the Well-Being Toolkit, Indigenous Cultural Understanding, and Occupational Health and Safety & Wellness. These efforts were complemented by robust training programs and events. Additionally, ALIGN advanced its support for positive transitions under the Federal Act, Bill C-92, with successful summits providing space for collaborative discussions between Nations and agency service providers. Capping off this period, the ALIGN Conference in early 2024 was notably successful, featuring engaging keynote speakers, diverse presentations, and record attendance.

In early 2024, the Board and Executive Director identified the need for a more targeted strategic approach. With the imminent retirement of our long-standing Executive director and the impact of government cycles on our operations, we developed a refined strategic focus. This resulted in the creation of an 18-month Strategic Plan, which builds on the existing 2022-2027 plan while addressing the immediate needs and changes facing our association. This shorter-term plan ensures a more specific and adaptable strategy during this period of transition.

As we move into the coming year, our strategic focus will remain on serving as a collective voice for our members, supporting excellence in service delivery, developing system leadership and partnerships, enhancing organizational sustainability, and improving the well-being of children, youth and families. We are dedicated to amplifying our role in shaping and influencing the broader sector, creating lasting positive change. We will continue to integrate Indigenous perspectives into our practices, programs, and policies, fostering inclusivity and strengthening ALIGN's ability to provide socially conscious and effective services. Through ALIGN's collaborative efforts, holistic approach, and major grant projects, we are committed to making a lasting impact that uplifts the well-being of children and their families across Alberta. We are excited to continue our journey of making a meaningful difference in their lives.

A MESSAGE - CONTINUED

FROM OUR ED & PRESIDENT

We extend our heartfelt thanks to our dedicated board of directors, employees, contractors, members, partners, and supporters whose unwavering commitment has been crucial to our success this year. Together, we look forward to building on our achievements and advancing our mission in the coming year.

Together we are one voice, so children, families, and communities thrive.



ALIGN MISSION

One voice, so children, families and communities thrive.

VALUES

- Excellence
- Courage
- Respect
- Commitment
- Collective
- Integrity
- Ethical
- Accountability

BELIEFS

- We believe children and families must live in safe, secure, healthy, stable and nurturing environments.
- We believe all families and communities have the strengths and capacities to grow and change.
- We believe each child and family must be provided the opportunity to maximize their potential
- We believe that children and families must have services based on the best knowledge, practices and wisdom.
- We believe in respect for the diversity, values and dignity of all people.

WHO WE ARE

Get to Know The ALIGN Board of Directors

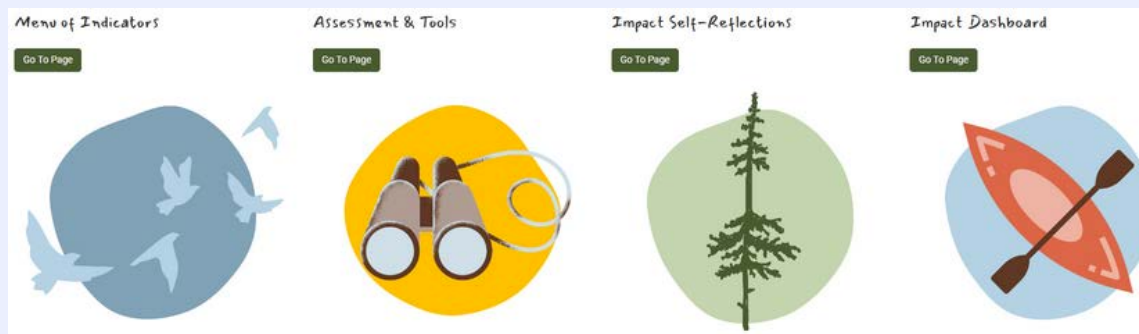
EXECUTIVE

Robecca Chahine	President (2023)	Red Deer
Cheryl Whiskeyjack	Vice President (2023)	Edmonton
Pauline Smale	Past President (2023)	Edmonton
Soraya Saliba	Treasurer (2016)	Calgary

DIRECTORS

South Region Representative	Greg Schmidt (2019) OPEN	Lethbridge
Calgary Region Representative	Danielle Ladouceur (2020) Jessica Cope Williams (2023)	Calgary Calgary
Central Region Representative	Bruce Rafuse (2018) OPEN	Red Deer
Edmonton Region Representative	Chris Simonson (2022) Sunny Thaleshvar (2023)	Edmonton Edmonton
Northeast Region Representative	Rudy Newbury (2023)	St. Paul/Athabasca
Northwest Region Representative	Jessica Beauchamp (2021)	Grand Prairie
Aboriginal Representative (Central)	Beverly Keeshig-Soonias (2016)	Red Deer
Aboriginal Representative (North)	OPEN	
Aboriginal Representative (South)	Sarah Fuhriman (2019)	Calgary
Community Member- Academic	Julie Mann-Johnson (2017)	Calgary
Community Member- Academic	Jenny McGrath (2023)	MacEwan Academic
Community Member- Academic	Michelle Briegel (2023)	Mount Royal & CYCCA
Director at Large	Bjorn Johansson (2019)	OHS Committee

WELL-BEING



TOOLKIT

The interactive **Toolkit** includes resources to support child and youth well-being practice and assessment and a Well-Being Impact Portal to collect and share agencies' individual and collective impact.

PORTAL

This is the gateway from your agency's individual impact reflections into an overview of impact across the province and over time. All the tools are organized by the seven domains of well-being and by children and youth, caregiver, and agency and staff.

WELL-BEING PROJECT

EXPLAINER TOOLS

The Well-Being Project was a three year, three phase project that saw the completion of a Well-Being Framework with principles of measurement and domains of well-being, an online tool kit and impact portal for reporting agency outcomes at a provincial level by sector.

WELL-BEING TOOLKIT


ALIGN's Well-Being Toolkit has a role in transforming child and family services to better serve all children, and their families in the continuum of child welfare services. It provides a culturally affirming framework that supports the well-being of Indigenous children and families by ensuring services are rooted in traditional knowledge and practices. It emphasizes the importance of cultural identity and community connections, leading to more effective and meaningful support.

WELL-BEING PROJECT

COMMUNITY OF PRACTICE

This framework and toolkit are an important step towards changing how well-being is measured and respecting Indigenous ways of creating and validating wellness for children and families without requiring translation into Western metrics. The framework and toolkit will evolve and grow as agencies begin to use it, Nations begin to assume jurisdiction of welfare services, and we continue to learn how to assess and showcase impact across the province.





INDIGENOUS CULTURAL UNDERSTANDING FRAMEWORK (ICUF)

GROWING STRONG RELATIONSHIPS

- 2 Sessions - Nov 5, 2023 & Feb 22, 2024 - 90 Participants

ICUF SESSIONS

- 4 Individual Agencies ICUF Sessions - 100 Participants

THE ACT RESPECTING FIRST NATIONS, INUIT & METIS CHILDREN, YOUTH & FAMILIES' (C-92) - BROKERING RELATIONSHIPS

WTCHT SUMMIT - NOV 2, 2023 / MAY 29, 2024

- 180+/160+ Attendees

KEYNOTES

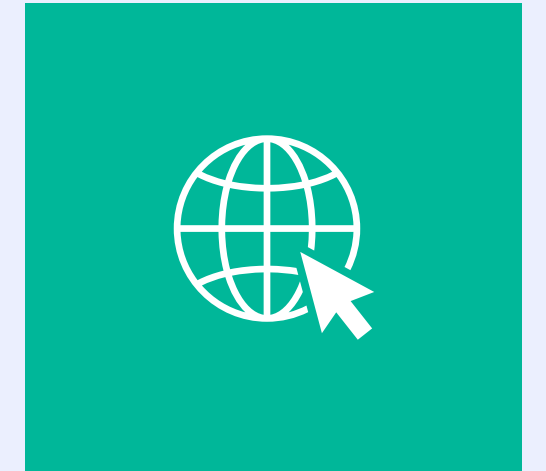
- **2023 Wahkohtowin Law and Governance Lodge**
- **2023 Janice Makokis**
- **2024 Mary Teegee-Gray**, Executive Director of Child and Family Services of Carrier Sekani Family Services
- **2024 Nicole Cook**- Associate CEO, Chief Red Bear Children's Lodge, Cowessess First Nation
- **2024 PolicyWise** presentation of the ALIGN Child Wellbeing toolkit and Impact portal

OCCUPATIONAL HEALTH & SAFETY (OHS)

2024 has been a year filled with many advances in OHS within the sector. We continue to foster partnerships with many government agencies (WCB, OHS, CFS) to ensure understanding and relevancy to OHS concerns and issues within agencies. With the help of our part-time OHS Consultant, ALIGN has been able to offer, guide and support membership and create knowledge and understanding of occupational health and safety requirements.

ONLINE PRESENCE

Website Analytics
April 2023 - March 2024



- **Total Visitors** 56,129
- **Total Views** 172,049
- **Total Clicks** 38,156
- **Total Downloads** 6,633
- **Page Views Per Visit** 3.07

We saw a comparable number of visitors as last year, but the number of pages viewed per visitor went from two to three, reflecting an interest in available content.

Order of Resource Topics of Interest

1. Grants, Bursaries and Awards
2. Indigenous Cultural Understanding Landing Page
3. Child Intervention/Caregiver Network Landing Page
4. OHS Landing Page
5. Early Intervention Landing Page
6. FSCD/PDD Landing Page
7. Government Relations
8. Leadership and Management
9. EDI

ONLINE PRESENCE

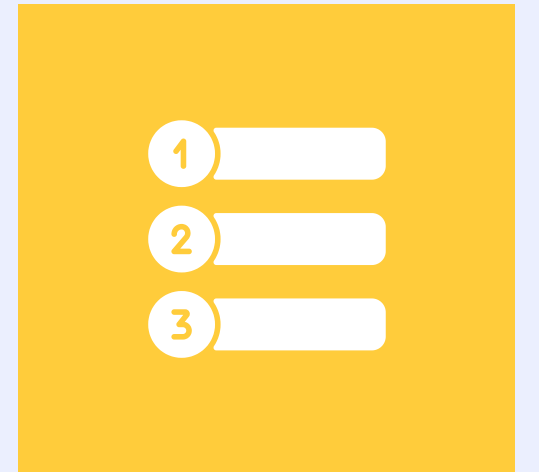
Members Careers

April 2023 - March 2024

- **985** careers were posted by members
- **3,998** career postings were viewed

Top Viewed ALIGN Pages or Posts

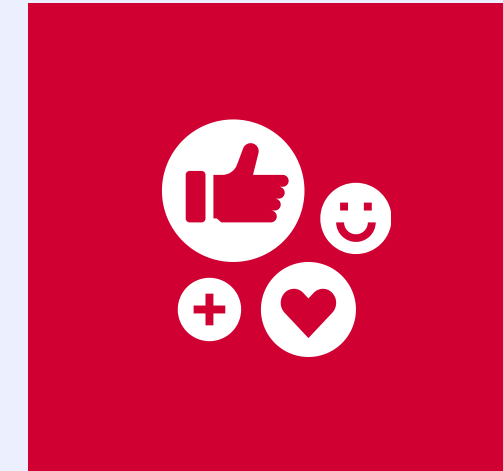
1. ALIGN Indigenous Advent Calendar
2. ALIGN Events Landing page
3. 20 Great Ways to Honour National Ind History Month
4. ALIGN Members Landing page
5. About ALIGN
6. ICUF
7. ALIGN Intro to Child Intervention Self-Study
8. Walking the Children Home Nov 2023
9. Save the Date ALIGN Conference 2024
10. ALIGN Candidate Breakfast



ONLINE PRESENCE

Members Careers

October 2023 - September 2024



FACEBOOK

REACH

16.4K (↑530.6%)

CONTENT INTERACTIONS

491 (↑27.5%)

FOLLOWERS

449

LINK CLINKS

90 (↑73.1%)

INSTAGRAM

REACH

1.8K (↑254.5%)

CONTENT INTERACTIONS

230 (↑100%)

FOLLOWERS

414

TWITTER

FOLLOWERS

1,252

- Our social media analytics show a consistent increase in reach, engagement and visits across all social media platforms
- Due to Twitter/X changes, we need a paid account for analytics

OTHER

- **AUDITED STATEMENTS ARE AVAILABLE UPON REQUEST**



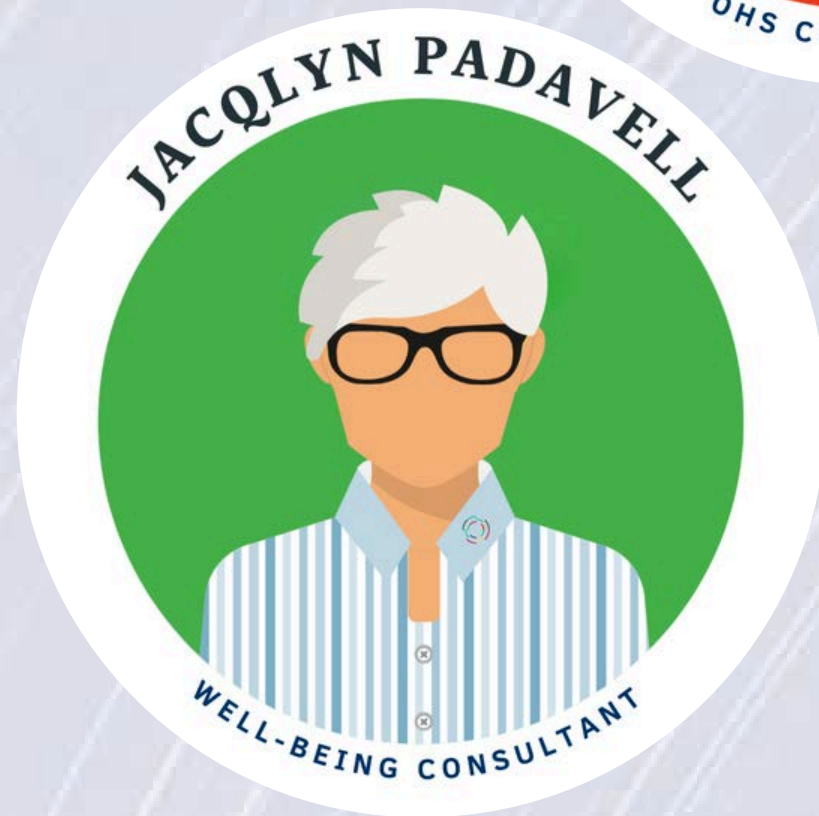
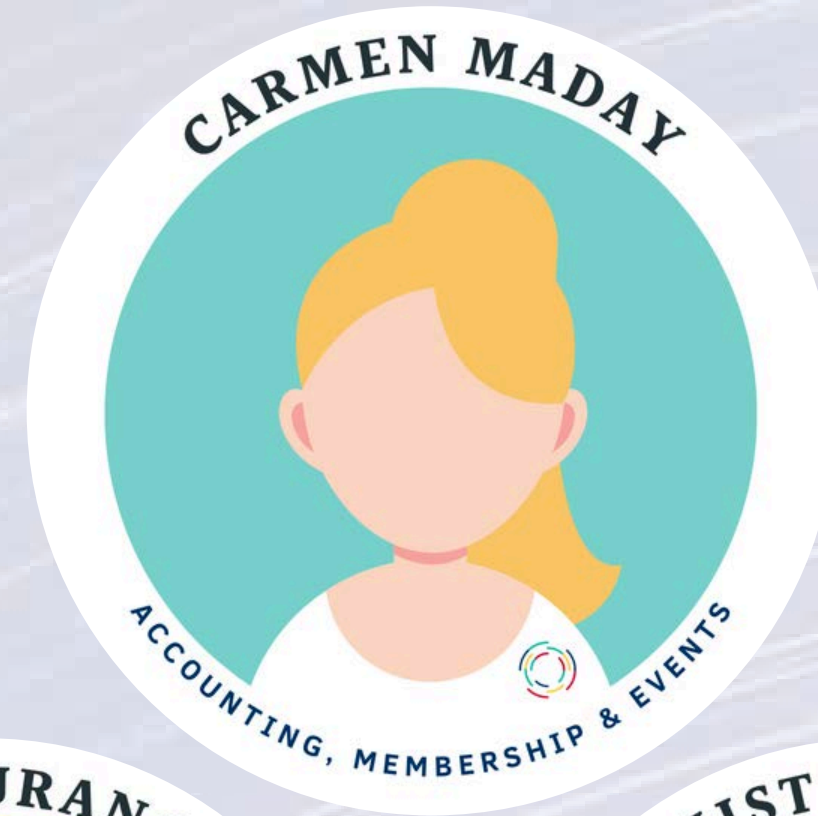
THANK YOU FOR ALL YOU HAVE DONE

ALIGN STAFF WHO HAVE MOVED ON TO
THEIR NEXT ADVENTURES



MEET OUR CURRENT TEAM

SMALL BUT MIGHTY



FOLLOW US HERE



FACEBOOK

@alignassociation



TWITTER

@alignalberta



INSTAGRAM

@alignedmontonab

ALIGN BRAND STORY

“When all the moving pieces come together perfectly and just work. It was like the stars were aligned...”

For centuries, people looked above at the stars for direction. The alignment of stars was used as a tool to understand where we are and to give us direction.

No matter where we are from, we come together to move forward. We are the collective voice for our membership agencies.

Together, we make an impact and create ripples in the human services sector. We advocate on behalf of our member agencies that support children and families in Alberta.

Together, we are a community.

Together, we are experts.

Together, we are stronger.

We are ALIGN - Together for Children and Families.

ALIGN BRAND INFLUENCE

We build connections and together, we are stronger. Just as stars cluster around each other, a collective is a group of entities that works together to achieve a common objective.

The logo alludes to constellations and the notion of stars aligning by referencing star trails. Star trails are a type of photograph that captures the apparent motion of stars in the night sky and shows individual stars as streaks. The flow of the lines creates concentric circles or a swirl. These connections represent the movement and accessibility of ALIGN while being expressive and open.