

McMAN CALGARY & AREA
REPORT TO THE
COMMUNITY
2024 – 2025



McMan



LAND ACKNOWLEDGMENT

McMan Calgary envisions a future where Indigenous communities are honoured, empowered, and actively shaping the services that impact them. Rooted in respect and reciprocity, we are committed to embedding Indigenous leadership, knowledge, and traditions into every aspect of our organization. Reconciliation is not just a commitment – it is a responsibility we carry in how we serve, learn, and grow together.

We acknowledge that we operate on the traditional territories of the Blackfoot Confederacy, which includes the Siksika, Kainai, and Piikani Nations; the Tsuut'ina Nation; and the Iyârhe Nakoda Nations, comprising the Chiniki, Bearspaw, and Goodstoney Nations. We also recognize the Otipemisiwak Métis Government within Alberta's Districts 5 and 6, and all Indigenous and non-Indigenous peoples who reside in these lands.

Guided by Indigenous ways of knowing and being, we are committed to fostering meaningful partnerships and upholding traditional protocols in all we do. Together, we move forward in a shared journey of healing, learning, and transformation.

EXECUTIVE DIRECTOR MESSAGE



This year's annual report shows what is possible when people find stability, connection, wellbeing and development – the four impact domains we focus on at McMan to help clients realize their full potential and achieve the goals they have for their lives.

It's been a challenging year for many people in our communities. The demand for our services has never been higher, or more complex, as the world around us shifts and changes. But at

McMan, we remain optimistic about the future, fueled by the support of people like you – our funders, partners and community donors. You make our mission possible. Most of all, we are lifted up by the strength of the clients we are privileged to serve – they are changing their lives one day at a time, and we're humbled to walk alongside them as they do.

This year, our Board developed and approved a new Strategic Plan, which sets out the direction for our agency for 2025 through 2028. This plan builds on our legacy of connection and our areas of greatest strength, while also increasing our capacity to address the pressing challenges facing our communities.

We also began our planning for the recognition of McMan's 50th Anniversary beginning in January 2025. We reflected on the agency's beginnings in 1975, when four young visionaries created a safe home for six youth, fueled by determination, community support, and the belief that every child deserves a chance to thrive. Over five decades, that belief in the power of connection has guided us as we've grown into a trusted partner that supported over 5,000 people this year.

On behalf of the Board of Directors, leadership team, staff and volunteers, thank you for being on this journey with us. Your partnership, trust, and generosity continue to change lives every single day.

Soraya Saliba , MA, RSW
Executive Director
McMan Calgary and Area

McMAN CALGARY & AREA BOARD OF DIRECTORS 2024–2025

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VISION

Together we transform the lives of children, youth and families through sustainable supports and connections, leading to healthy and fulfilling lives.

MISSION

To support and encourage individuals and families to achieve their full potential as members of their community.

VALUES

Commitment
Trust
Empathy
Respect
Genuineness

COMMUNITY IMPACT

THE IMPACT OF OUR WORK TOGETHER

The impact of our agency’s work continues to grow as we walk alongside children, youth, adults, and families. This year, our programs reached more people than ever before. A 39% increase in the number of people we served is largely due to our Youth Alternative Program and Family Resource Network’s continued expansion of group services delivered in schools.

IMPACT DOMAINS

At McMan, building connections is at the heart of our service delivery approach. Every program is designed to foster strong, sustainable relationships, both natural and formal, as the foundation of all impact. The domains we focus on are:



OUR AGENCY IMPACTED OVER **5,000** PEOPLE THIS YEAR.
TOTAL CLIENTS SERVED: **3,891**
IMMEDIATE FAMILY MEMBERS IMPACTED: **1,556**



COMMUNITY IMPACT

We meet clients across many ages and stages of life. Their diverse experiences and needs intersect across many settings that include both formal and natural supports.



79%

Children and Youth



14%

Adults



3%

Families



4%

Persons with Disabilities

THE DIFFERENCE OUR SERVICES MAKE.

97%

reported that McMan helped them build their relationship skills

88%

increased their sense of connection and belonging

85%

improved their wellbeing and development

89%

improved their sense of safety

90%

of caregivers increased their parenting capacity

89%

of youth served improved their relationships with family and friends

96%

of children demonstrated progress in meeting developmental milestones

of parents increased their understanding of risks associated with their child’s diagnosis or disability

231

YOUTH INCREASED THE SAFETY AND STABILITY OF HOUSING



3,579

CLIENTS IMPROVED THEIR PHYSICAL AND EMOTIONAL SAFETY



1,735

YOUTH PARTICIPATED IN LIFE SKILLS LEARNING





SERVICE DELIVERY HIGHLIGHTS

EXPANSION OF THE COPE PROGRAM

McMan Calgary has expanded the Collaborative Outreach Preventing Exploitation (COPE) program in partnership with Hull Services, Not in My City, and the Alberta Office to Combat Trafficking. This initiative provides outreach and support to young people ages 12 - 24 who are victims of sexual exploitation. Together, we're addressing a critical community issue and strengthening our collective response to youth vulnerability and exploitation.

FOSTER CARE PROGRAM EXPANSION

We've expanded our Foster Care Program capacity to 80 beds, responding to the growing demand for placements. This increase enhances our ability to provide stable, high-quality care and support to children and youth who need safe and nurturing homes.

HOPE HEIGHTS: INTERGENERATIONAL LIVING

Hope Heights, a 35-unit affordable housing project in collaboration with HomeSpace Society, began operating in November. The program model is designed to bring together seniors, young adults, and young mothers in a supportive and inclusive living environment.

Services include case management, Indigenous and cultural programming, life skills development, and social networking opportunities. By fostering meaningful connections between generations, Hope Heights seeks to reduce social isolation, improve overall well-being, and strengthen long term housing stability.

MENTAL HEALTH IN SCHOOLS

McMan has received an extension to the Mental Health in Schools initiative, in partnership with the Christ the Redeemer School Division in Okotoks, continuing through June 2025.

This initiative provides mental health supports for children and youth within the school environment where challenges are often first noticed. By working closely with educators and families, McMan is helping to create healthier school communities, reduce barriers to accessing mental health care, and promote positive mental health outcomes for young people.

“McMan’s impact reflects not only the resilience of those we serve but also the dedication of our staff, volunteers, and partners. And none of it would be possible without community supporters who believe in what we are doing, and in the vast potential of the clients we are privileged to serve.

-Soraya Saliba,
Executive Director



A NETWORK OF CARE

Foster Caregiver Appreciation Month holds special meaning every year at McMan, when we honour the dedicated caregivers who provided temporary care for up to 60 children and youth in our Therapeutic Foster Care (TFC) program. At the heart of the program are highly skilled caregivers who create safe, nurturing environments where youth can heal and rebuild their sense of belonging. Caregivers like Olivia's, who helped her reconnect with her mother and siblings, and gain the confidence to grow, are essential to this work.

Through a wraparound approach involving caregivers, therapists, and community members, we ensure each child's needs are met. Whether transitioning back home, to extended family, to adoption, or to independence, our goal is to support every child on their path to a brighter future.

This year, we had the privilege of honouring Sam and Ghada Youseff for 25 years of unwavering dedication to fostering and their inspiring example of resilience and love.

We also celebrated the dedication of:

- 4 homes marking 5 years of fostering
- 3 homes marking 3 years of fostering
- 3 homes marking 1 year of fostering

We continue to encourage caring Albertans to consider the lifechanging work of foster care – an urgent need across every community.

Foster parents are truly remarkable for everything they do to provide safe, loving, and stable homes for vulnerable children in our community. Their dedication and unwavering resilience make a lasting difference in the lives of children and families.

-Simone Brown, Manager, Family Engagement, McMan Calgary & Area

It means more than words can describe to have Olivia back in my life.

I'm thankful to prove I deserve to be in her life and to be the healthy, loving parent she deserves.

- A Parent



FOUR SEASONS:

ON THE JOURNEY OF RECONCILIATION AT MCMAN

At McMan Calgary & Area, reconciliation is not a single moment in time – it is a continuous journey, guided by teachings, ceremony, and the changing seasons. Over the past year, we have walked this path with humility, alongside Elders, Knowledge Keepers, and Indigenous partners, grounding our work in truth, reflection, and action.

SPRING 2024: TEACHINGS AND REMEMBRANCE

We began the year by deepening our understanding of the Sweat Lodge (Inipi Wakhan). Staff and persons served came together at Tsuut’ina and explored the role ceremony plays in wellness and balance. It was a powerful act of renewal and healing for all. In May, we honoured the National Day of Awareness for Missing and Murdered Indigenous Women, Girls, and 2SLGBTQIA+ Peoples through Medicine Wheel Teachings, Blanket Exercises, and ceremony.

WINTER TO EARLY SPRING 2025: CONTINUING THE CIRCLE

In January, we stood in remembrance on Red Dress Day, honouring the lives of Missing and Murdered Indigenous Women, Girls, and 2SLGBTQIA+ Peoples. Staff then participated in the Valentine’s Day Memorial March, walking alongside families and survivors. In March, McMan sponsored and volunteered at the Miskanawah Round Dance – a celebration of culture, healing, and unity – and our Senior Leadership Team attended a Sweat Lodge, reaffirming their commitment to lead with cultural humility.



FALL 2024: TRUTH AND RECONCILIATION IN ACTION

On September 27, McMan marked the National Day for Truth and Reconciliation with ceremony, teachings, breakout circles, and speakers. This day reinforced that reconciliation must go beyond symbolism – it requires daily practice and accountability. In October, another Sweat Lodge Ceremony reminded us of the importance of humility and renewal as we continue to embed reconciliation into our frontline work.

LOOKING FORWARD: GUIDED BY TEACHINGS, GROUNDED IN ACTION

Reconciliation is being woven into all that we do. McMan continues to align its work with the Truth and Reconciliation Commission’s Calls to Action, particularly those connected to child welfare, education, health, and justice. We are committed to addressing the 231 Calls for Justice from the National Inquiry into Missing and Murdered Indigenous Women and Girls, ensuring that our programs reflect safety, dignity, and cultural identity. To strengthen this work, McMan is re-establishing an Indigenous Steering Committee of Elders and Knowledge Keepers. Their guidance will ensure our steps forward remain rooted in Indigenous worldviews, accountability, and relationship.

OUR COMMITMENT

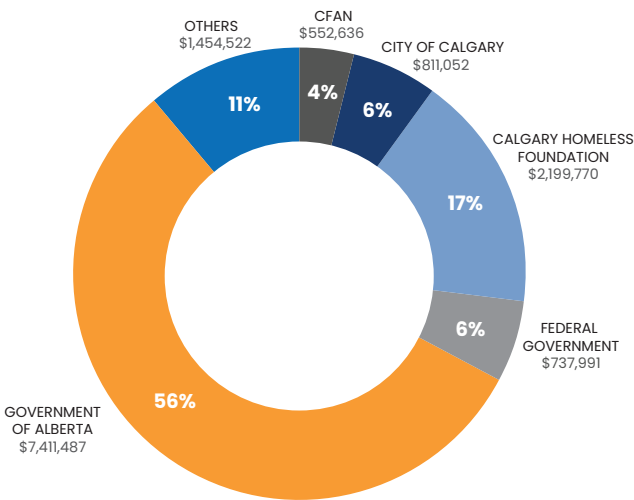
Reconciliation is not a destination – it is a lifelong responsibility. With the guidance of Indigenous partners and the wisdom of the land, McMan Calgary & Area remains dedicated to building bridges of connection, belonging, and healing for generations to come.



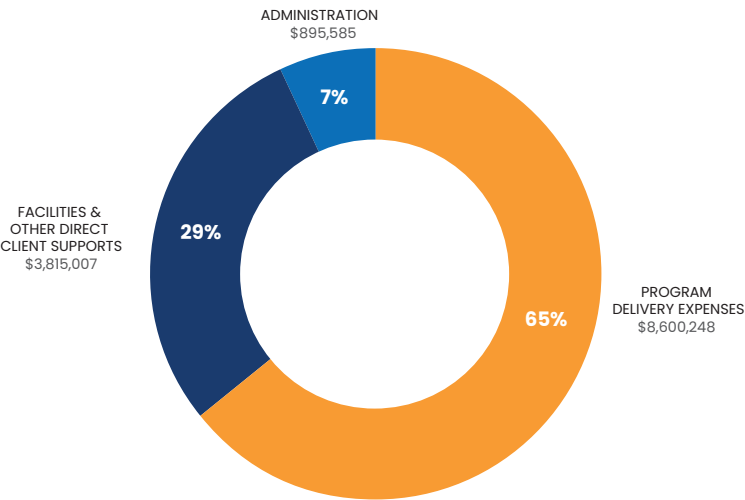
FINANCIALS 2024-2025

McMan Calgary & Area’s revenue for the 2024-2025 fiscal year was **\$ 13,167,458**; **93%** of our revenue went to direct client services.

REVENUE TOTAL: \$13,167,458



EXPENSES TOTAL: \$13,310,840



THANK YOU TO OUR PARTNERS

FUNDING PARTNERS



COMMUNITY PARTNERS



COMMUNITY DONORS

THE DIFFERENCE DONORS MAKE

Our partners and donors help individuals and families change the trajectory of their lives – encouraging them to expand their resilience and grow skills to help them achieve their goals, whether big or small. Support comes in many sizes, too. A Golf Tournament sponsorship, a gift for the Client Holiday Party, a donation that ensures one more young person can enroll in DBT Skills training, a major donation that transforms a program’s capacity to serve people in need...every contribution to McMan Calgary & Area makes a difference. Thank you for your support!

DONORS

- Asyma Solutions Ltd
Julia Barringer
Laura Bartley
Boardwalk
Jenn Bunda
Business Development Bank of Canada
Calgary Chinatown Development Foundation – Bowside Manor
Canadian Online (Benevity)
Charities Aid Foundation Canada
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Claire Stilwell
Jenson Tan
Kirt Van der Woude
Marla Van Gelder
West Coast Reduction Ltd.
Westcor Construction
Andrew Wood

MCMAN IN COMMUNITY

McMan’s 2nd Annual Tee Up to Connect Golf Tournament at The Hamptons was a great success, bringing together community sponsors and golfers in support of our Dialectical Behaviour Therapy (DBT) Skills Training Program. With 1 in 5 Canadians facing mental health challenges, many are still without timely access to the resources they need. The Golf Tournament raised vital funds to help us meet this growing demand by ensuring financial barriers are never the reason someone can’t access services. Every swing (and putt!) at the Tournament helped make mental health supports more accessible for McMan clients and we’re grateful to everyone who joined us on September 11th.

“ I’m not used to talking about my emotions so openly, but I think that is a part of what I’ve taken from group. I feel more respected and respectful. ”
-DBT Skills Training Participant



“ This group was one of the most helpful things I’ve been able to access for my mental health. I truly feel like this group was a huge turning point... I’m very grateful for being able to attend. ”
- DBT Skills Training Participant



McMan is always honoured to be part of special events like the Family Resource Network Children’s Festival in Okotoks where communities gather to build connections and create a sense of belonging.

MCMAN IN COMMUNITY

As part of McMan’s Truth and Reconciliation journey, staff gather regularly to practice Indigenous ways of knowing and being.

“ We are building cultural understanding, collaboration, and empowerment through culturally relevant programs and services at McMan Calgary. Guided by the wisdom of Elders, it is a journey we are all on together. ”
- Sidney Gill, Reconciliation Lead



What started as a party for a small group of 10 clients now brings over 400 children, youth, their families and other natural supports together to connect and celebrate at McMan’s Holiday Party. Clients and families, McMan team members and community volunteers enjoyed a holiday meal and an afternoon of laughter, joy, and celebration. McMan’s Holiday Party is made possible through in-kind gifts that brighten the season for those we serve, and for many it is the only seasonal celebration they have. A sense of community is what makes McMan’s Holiday Party a meaningful annual tradition of connection and caring.



This past year marked an important milestone for McMan Calgary & Area as the Board of Directors completed and approved a new strategic plan to guide the organization from 2025 through 2028. Grounded in McMan’s longstanding vision of transforming lives through sustainable supports and connections, the plan charts a clear course for the next three years – one that responds to the realities our communities face today while positioning McMan for lasting impact tomorrow.

The Board’s work was thoughtful and forward-looking. Directors engaged in deep dialogue about the needs of children, youth, adults, and families across Calgary and area, considered the shifting landscape of social services, and reflected on McMan’s unique strengths as an organization rooted in trust, empathy, respect, and genuineness. Through a thoughtful and inclusive engagement process, the Board shaped a plan that balances bold ambition with practical focus, ensuring McMan continues to provide life-changing supports for the people we serve.

“Our role as a Board was to support leadership to think boldly about what McMan’s next chapter should be. We are proud of a plan that positions the organization for long-term sustainability while keeping clients at the centre.”

– Zabin Jadavji, MSc, President, McMan Calgary Board



FOCUS AND ENHANCE OUR SERVICES TO MEET GROWING CLIENT NEEDS

As social challenges become more complex, we remain committed to adapting and expanding our services to meet the evolving needs of the people we serve. We will scale our mental health programming and we will partner with like-minded service delivery organizations to reach more people through collaborative responses to the complex social challenges facing our community.



STRENGTHEN OUR COMMITMENT TO TRUTH AND RECONCILIATION

Our commitment to Truth and Reconciliation is embedded in our work. We will formalize partnerships with Indigenous communities, activate several Truth and Reconciliation Calls to Action, and establish advisory circles to guide culturally relevant programming at McMan. Cultural competency training and increased Indigenous representation will ensure that these efforts are impactful and sustainable.



STRENGTHEN OUR ORGANIZATIONAL CAPACITY AND CULTURE TO LEAD IN SERVICE EXCELLENCE

To continue delivering high-quality services, we will keep investing in the people and systems that drive our success. Leadership development programs and succession planning will ensure stability and growth, and recruitment and engagement initiatives will give us an edge on universal workforce challenges. We will leverage our technology for greater efficiency and effectiveness and establish robust evaluation frameworks to demonstrate the impact of our programs.



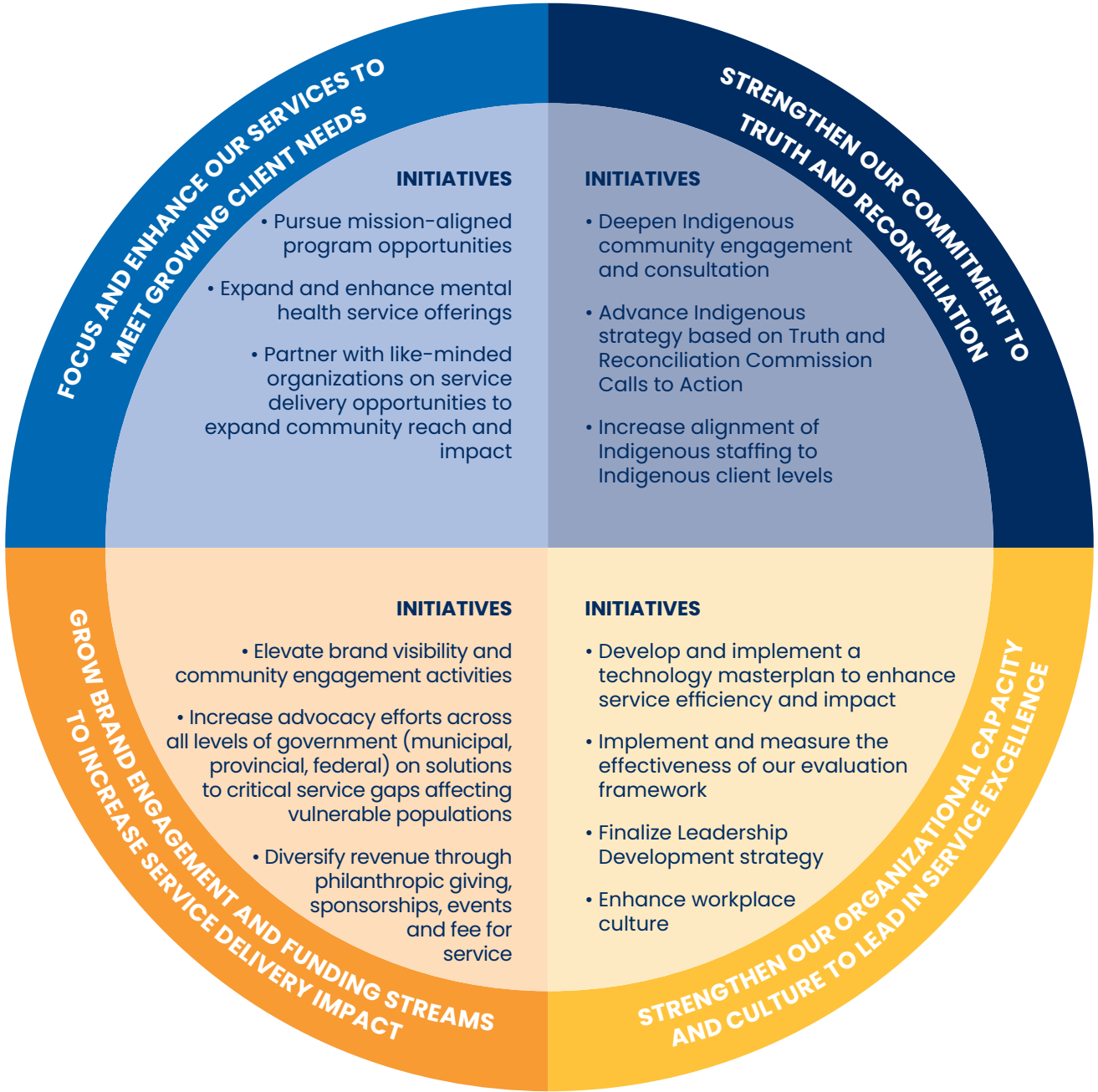
GROW BRAND ENGAGEMENT AND FUNDING STREAMS TO INCREASE SERVICE DELIVERY IMPACT

To create lasting impact, we will strengthen our engagement with donors and funders who share our vision for building resilient communities. By enhancing our brand presence through clear and compelling storytelling, increased advocacy, and expanded philanthropy and fee for service opportunities, we will elevate our profile and further diversify our funding streams.

Together, these strategic priorities will position McMan Calgary as a leader in addressing complex social issues, fostering equity and inclusion, and ensuring long-term organizational success.

McMan Calgary’s brand is rooted in connection, with a focus on rebuilding and strengthening relationships among individuals, families, communities, and the land. Our wraparound model delivers relational care that meets the unique needs of the people we serve through individualized and strength-based solutions. Our 2025–2028 strategic plan is grounded in this fundamental approach. Through connections, we will stay on course to remain a trusted partner in addressing today’s tough social challenges.

Our strategic plan is built on four key pillars, each designed to enhance our impact and sustainability.



LOOKING BACK AND LOOKING AHEAD

As we turn the page and begin to celebrate our 50th anniversary year throughout 2025, we do so with gratitude and with purpose. The past five decades have shown us that connection is the thread that makes transformation possible.

We know the landscape ahead will continue to change. Housing, mental health, and social supports will remain under strain. But McMan has always risen to meet challenge with courage and creativity. With our Strategic Plan as our compass and with you at our side as vital partners, we will continue to walk alongside those we serve – supporting resilience, building belonging, and creating futures filled with hope.





McMan



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*Scan the QR code to visit our website and
learn more about McMan Calgary & Area.*