



# 2022 ANNUAL REPORT

# BOARD CHAIR'S MESSAGE

## Amanda Hillock



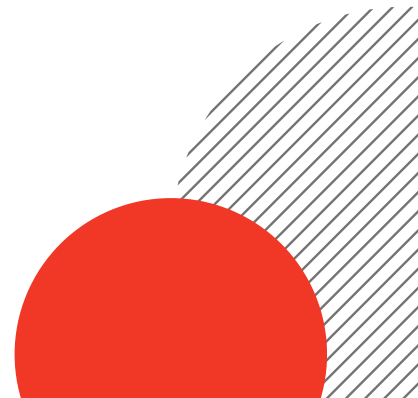
Another year of COVID challenges has come and gone for the Cold Lake MFRCS. Floyd and his staff had to navigate through new COVID variants and changing restrictions. While restrictions have eased a little, the staff at the MFRCS worked relentlessly to deliver safe and creative programming to the 4 Wing community and surrounding areas. I want to take this time to thank Floyd for leading the MFRCS through these difficult times. I also want to thank the staff for their dedication to the safe and effective delivery of services through the pandemic. I truly believe the MFRCS would not be as successful without every single one of you.

On behalf of the MFRCS Board of Directors, I want to thank the Wing Commander and their command team for the continued support of the MFRCS. Without the Command Team's support, the MFRCS would not be able to continue to deliver the excellent service they provide to 4 Wing and surrounding communities. I would also like to take this time to express my sincere appreciation to our generous funders. During a time of financial crisis for many companies and individuals, you have ensured the MFRCS is able to continue to provide exceptional programs and services.

Lastly, I would like to thank the 4 Wing MFRCS Board members for their continued support and commitment to the board. I am honoured to have the privilege to give back to this community and I look forward to all the exciting things we will accomplish together in the coming year.

Thank you,

**Amanda Hillock**  
**Chairwoman**  
**4 Wing MFRCS Board of Directors**



# EXECUTIVE DIRECTOR'S MESSAGE

## Floyd Perras

This was another year with Covid-19 and changing restrictions. This affected programming significantly and to a larger extent, childcare. In the Spring of 2022, Covid-19 affected our operations greatly, to the point that nearly every staff member and child attending childcare contracted it. There was a period of time that we closed the Daycare as a circuit breaker during the second variant of the Omicron variant.

I first want to thank all our staff who struggled with us to get through to the other side. Our staff have adapted to ever-changing circumstances. This has made it possible to continue to deliver amazing programs and services in the midst of fluid situations that changed often.

Although there were some cancellations, for the most part, our team figured out an alternative that fit the reality at the time.

Our goal is to be open, however that looks. If we could do in-person interactions, then that is great. If not, we provided drive-through, or online services. Through these, we saw large participation from our community.

As we go forward, our hope is to increase our in-person activities. This builds a stronger community and connections between us all.

Several areas were able to do more in-person activities. These are critical to mental health and socialization. The Youth Centre was one of these that was closed from April through July. Since then both Youth Drop-in and Kid's Club have been open. On average 30 young people attend regularly.

This last year had a large deployment with 409 TFS going to Romania. Our team provided warm line calls to family members, and hosted events, including a Deployment Appreciation Dinner sponsored by Canadian Natural Resources Limited.



# EXECUTIVE DIRECTOR'S MESSAGE

## Floyd Perras

We were able to send Tim Hortons Coffee with the Troops to Romania which was donated by our local Tim Hortons Cold Lake.

Mental Health services were well used this past year. In March and April of 2022, we had 39 people take suicide prevention workshops. The majority were military members.

Our Morale Boosters were well attended last year. Storytime with Santa had 817 people participate in a drive-through version which was sponsored by BMO Bank of Montreal, Cenovus Energy, and Eastlink. The Home for the Holidays Christmas Dinner served 850 people. This event is a partnership with the 4 Wing Chaplains and was sponsored by Cenovus Energy, Canadian Natural Resources Limited, and HCol Darlene Gates.

We did our first Easter Egg Scavenger Hunt in April of 2021 and 189 people attended. It will likely become a regular event.

Our Welcome event was well attended with 129 people participating. We provided an Amazing Race type of race that gets new folks to Cold Lake connected with 4 Wing's services like the Canex, SISIP, the Padres and PSP. There was also a drive-through dinner sponsored by Cenovus Energy.

We also gave away 320 gift bags for Military Family Appreciation Day in September. This was the first time we did this event.

We did manage an in-person Women's Conference and had retired Major Deanna Brasseur speak on her experience of Gender-Based Violence in the Military. She also did a similar presentation to several 4 Wing CAF members.

In June of 2022, the Edmonton Oilers' Foundation gave us 100 playoff tickets to Game 4 against the Colorado Avalanche. This was a very exciting day as we had less than six hours to mobilize 100 people from the 4 Wing Defence Team and drive 3 ½ hours to see the game.

# EXECUTIVE DIRECTOR'S MESSAGE

**Floyd Perras**

Our regular programming experienced a lot of flux due to Covid-19 restrictions. This resulted in good attendance at times and sometimes activities being canceled due to restrictions or people just not ready to meet in person.

We also started a Tutoring Program, sponsored by the Edmonton Oilers Community Foundation, for Defence Team children in Grades 1-9. Many students struggled with online schooling and our tutoring team helped over 30 students with 668 sessions. All improved their skills, and some got to a level where they were excelling at school.

Our online Music Bingo did quite well to keep people engaged. There were 20-30 people each month joining online for socialization.

In January of 2022, the Federal and Alberta governments started a new \$ 10-a-day daycare program. The MFRCS First Flights Program joined, and parents began to pay much less than they did before for childcare. All fees were reduced by \$200 - \$300 per month depending on their child's age. Many parents also received an additional subsidy of \$106 - \$266 per month, dropping their fees for infants to \$349 - \$509, Toddlers to \$230 - \$390, and Preschool age to \$290 - \$350. This was in comparison to fees of \$800 per month for Defense Team families and \$900 for civilians.

During the year, the MFRCS subsidized the fees from the actual cost of \$950 per month with subsidies of \$150 for the Defense Team and \$50 for civilian children.

With the growing demand for people going back to work because of the affordable childcare and a baby boom from the Covid-19 years, the MFRCS has opened up additional spaces for infants. By October 2022, we will provide an additional 16 spaces for infants. We have also reduced several room capacities to improve the quality of care. With other changes, we will now be providing 21 more spaces for a total of 109 children in daycare.

Marketing has been a challenge as well. We like to plan six plus months in advance and promote accordingly. That is difficult when Covid-19 restrictions were constantly changing.

# EXECUTIVE DIRECTOR'S MESSAGE

**Floyd Perras**

We have a strong following on Facebook with 3,400 followers. We often are asked to promote 4 Wing activities because of our reach to 4 Wing families.

The number of unique people who participated in MFRCS programs was 2,205, which is very strong. This reflects strong marketing and excellent programming that are meeting people's needs.

Fundraising had an excellent year as well. With the Board of Director's commitment to subsidize Childcare fees, which cost \$116,000 for 2021-22, fundraising was essential to providing the affordability of childcare and programs and services.

Our sponsors continued to step up to support our programming. Without them, the programming and services would look much different. We are committed to making life at 4 Wing not just bearable but a thriving community.

We conducted our annual Program Satisfaction Survey again this year. The results reflect strong support and appreciation for the MFRCS programs and services. There were 97% of respondents would recommend the MFRCS to their friends.

From a personal note, I am entering my sixth year as Executive Director and I want to thank the Board of Directors, our staff team, the Chain of Command, our sponsors and our 4 Wing Community for supporting and partnering with me to make 4 Wing a better place.

There will be challenges ahead and we will face those together as we have through the Covid pandemic.

Respectfully,

**Floyd Perras**  
**Executive Director**  
**4 Wing MFRCS**

# STATISTICS

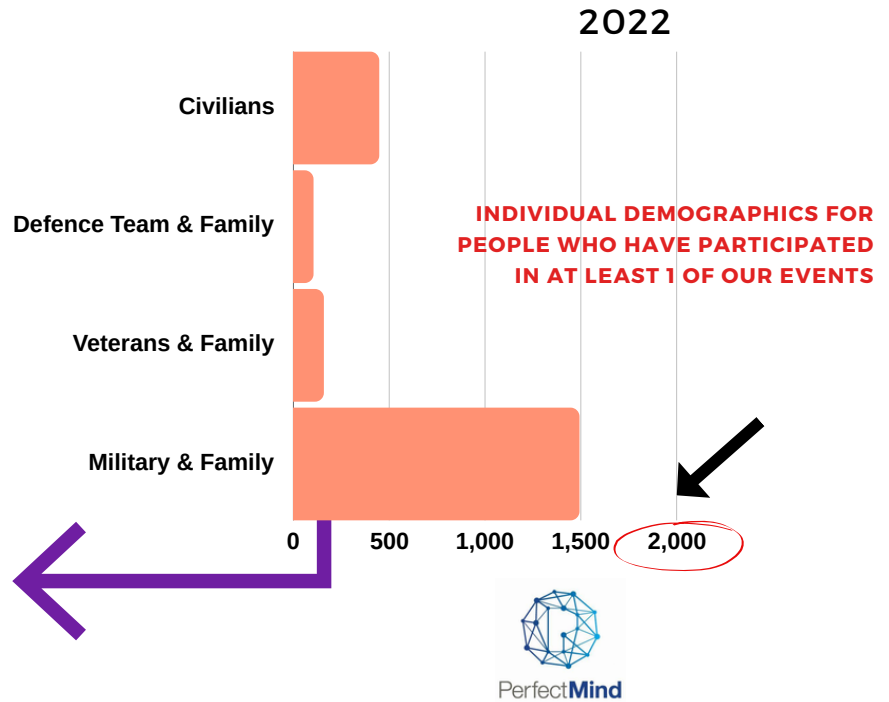
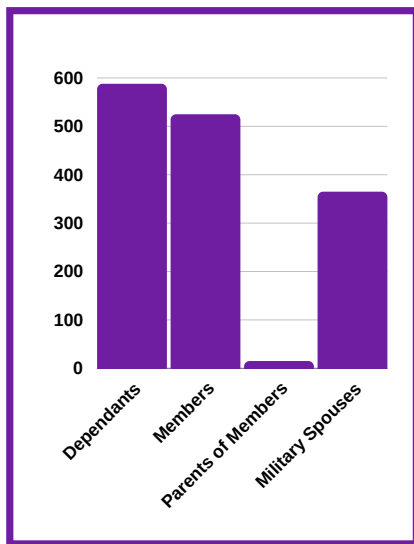
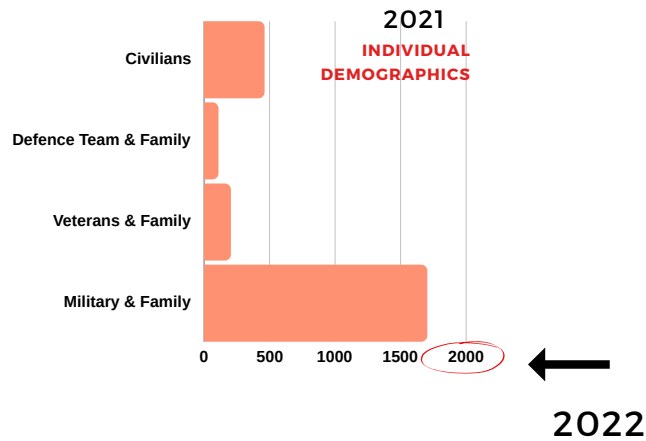
## OVERALL STATS FOR MFRCS 2021/22

**1,348**

**NEW INDIVIDUALS REGISTERED WITH MFRCS**

**2,205**

**INDIVIDUALS THAT ATTENDED AT LEAST ONE PROGRAM**



## OVERVIEW

In 2021-22 the 4 Wing Community had **2205 individuals participate 6289 times in various activities.**

Our online booking system has provided ease of access to those wishing to register. For our more popular events, we continue to open registration at 6 pm, to give more people a better chance of getting in. These include Mother's Day Flower Baskets, Christmas Wreaths, Storytime with Santa and Home for the Holidays.

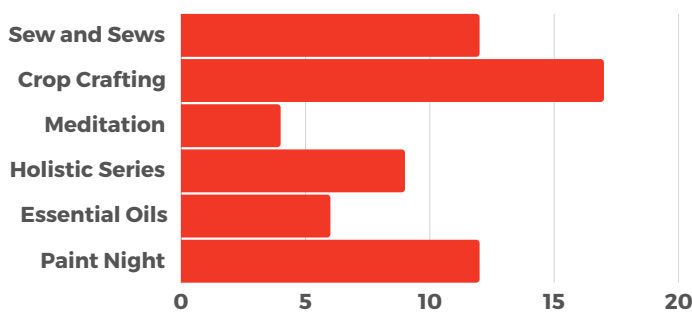
There were 30% of 4 Wing CAF members who participated this last year.

# PROGRAMS

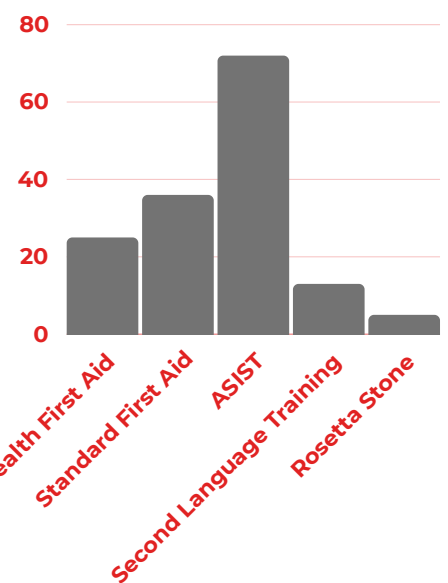
## ADULT EDUCATION

Adult programs promote personal growth, skills development, and social and community connections. These programs are open to adults aged 18 and older, with the exception of a few that are for ages 16 and older.

Average # of People Per Event 16+



# of People Trained



13 People &

**108**

Second Language  
Training Hours

5 People &

**95**

Rosetta Stone  
Training Hours

## HIGHLIGHTS

- Despite the heavy Covid-19 restrictions, we were still able to run our biggest event of the year, Storytime with Santa. **676** people attended virtually, and **225 free gift bags** were given out. We also provided a virtual story with Santa online via Zoom, where the children could interact with Santa.
- Our First Aid courses have been consistently full, with our maximum capacity for these workshops at 18 people.



# PROGRAMS

## YOUTH & CHILDREN

The Youth Centre serves children and youth ages 6 to 17 and offers a variety of programming and events. It is open 5 days a week with planned programming and drop-in days.

The Youth Centre was closed due to COVID-19 restrictions from April through July 2021 and reopened for in-person events in August 2021. During the closure, virtual events were run monthly for youth to participate in.

**62**

**AVERAGE MONTHLY  
ATTENDANCE FOR  
YOUTH (AGES 10-17)**

**141**

**CHILDREN IN EVENT  
PARTICIPATION**

**26**

**AVERAGE MONTHLY  
ATTENDANCE FOR  
CHILDREN (AGES 6-9)**

**139**

**Total # of Unique  
Children Registered  
(Ages 10-17)**

**Babysitting Course  
36 Youth Trained**

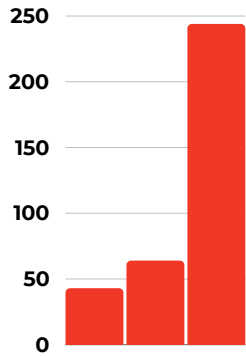
**1,076**

**Total # of Visits from  
Children (Ages 6-17)**

## HIGHLIGHTS

- In April 2022, the MFRCS held a one-day Military Youth Retreat which was attended by 20 youth. This day included presentations and activities on the topic of resiliency. The day was rounded out with activities at the MFRCS Assembly Hall and a pizza lunch. The youth who attended had positive feedback and we look forward to expanding this event next year to include more participants and activities.

# PROGRAMS

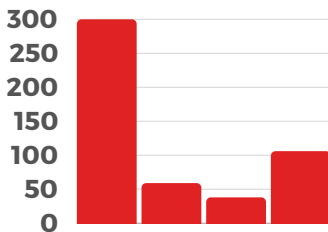


Maple Referrals  
In-Person Welcome Packages  
Virtual Welcome Packages

**593**

Welcome Centre Inquiries

## Total Attendance



Coffee Group/Virtual Bingo  
Books & Beyond  
Cancer Support Group  
Other Welcome Centre Events

**94**

Welcome Race Attendance

**131**

Welcome Dinner Attendance

## WELCOME CENTRE OVERVIEW

The Welcome Centre has focused on ensuring families are contacted during the transition to and from Cold Lake, during deployments and with ongoing community support.

This last year, emails to posted-in members focused on relevant information CAF families needed before they arrived in Cold Lake. Our Welcome Centre sent members with children information they needed for childcare, before and after school care and summer programming along with information on how to register for the Maple Virtual Health National Program for a one year free subscription.

We continued to deliver our Welcome Packages where the new posted-in members and their families could come visit us at the MFRCS to pick up a Welcome Package and we also emailed Virtual Welcome Packages to many families as well.

- The Welcome Event last year was a huge success with 94 people attending The Welcome Race and 131 attending the Welcome Drive-thru dinner.



# PROGRAMS

## WELCOME CENTRE

- The bi-weekly Virtual Music Bingo was a hit this past year for military and veteran families having a fun night in the comfort of their homes while playing Music Bingo virtually giving the participants a chance to win prizes.
- We held two Interior Design Workshops for the military and veteran community.
- We introduced a new program called “Tabletop Game Night” this past year. This program targeted the military and veteran community who love to play Tabletop games and it has turned out to be a great first season for this program with a great attendance rate.

## DEPLOYMENT SUPPORT

We continued supporting the Deployment families in various ways by referring them to supporting resources, offering our supplies at the Parcel Wrapping Station, and monthly warm line calls.

We celebrated the Deployment Families in February 2022 with a delicious catered drive-through dinner sponsored by Canadian Natural Resources Limited to appreciate the Deployed members and their families for all of their sacrifices throughout the year.

Due to the ongoing support from Canadian Natural Resources Limited, we were able to continue our Lakeland Cancer Peer Support Group monthly meetings and individualized care and support.

We hosted a virtual Mental Health First Aid Veterans Course which reached Military members, Veterans, and their families across the province.

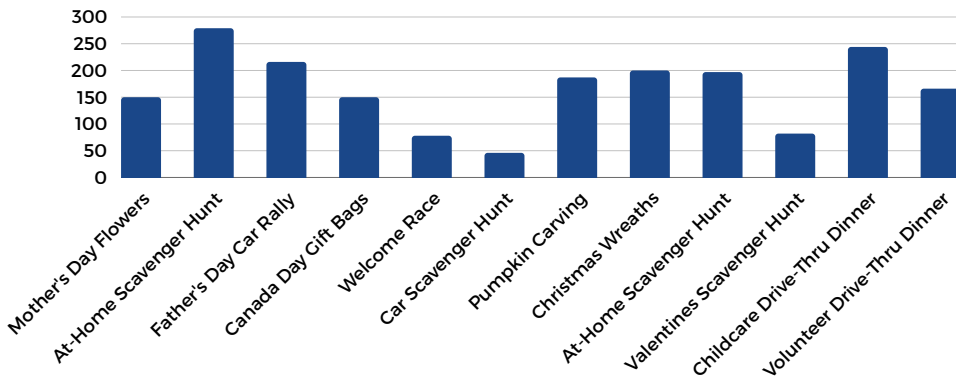


# SERVICES

## MORALE BOOSTERS

Morale Boosters provide the 4 Wing community activities to create community, learn about the MFRCS services, and improve morale on 4 Wing. These consist of family events, adult-only events, and family-focused events.

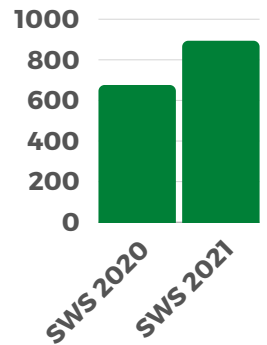
**2020-21 # OF PEOPLE AT EACH EVENT**



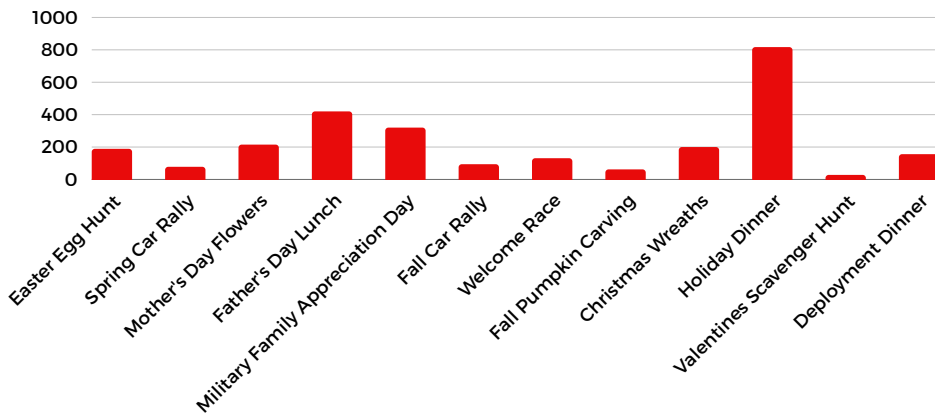
**STORYTIME WITH SANTA ATTENDANCE**



**2020 VS 2021**



**2021-22 # OF PEOPLE AT EACH EVENT**



## HIGHLIGHTS

- We had 12 Morale Boosters this last year.
- Storytime with Santa had 817 participants who received gift bags, pizza, and online time with Santa.
- Home for the Holiday's Christmas Dinner, a partnership of the 4 Wing Padres and the MFRCS served 850 people with a drive-thru traditional Christmas dinner.
- The Easter Egg Scavenger Hunt had 189 people finding clues to get Easter Eggs.
- New Military Family Appreciation Day provided 320 gift bags.

# PROGRAMS

## FIRST FLIGHTS CHILD CARE



Another year of Covid-19 and the restrictions that go along with it. There were many times that keeping the doors open was a challenge. Sometimes we closed rooms and once we closed the Daycare as a circuit breaker. Our staff did an amazing job managing the expectations of AHS, 4 Wing, and parents. Many times, these stakeholders had conflicting interests. We are still navigating what the future post-Covid-19 will look like.

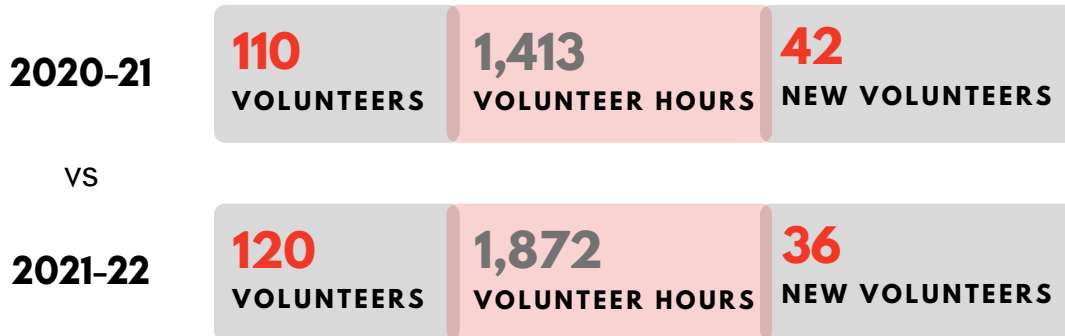
All in all, the childcare programs performed amazingly in the circumstances. The Board of Directors supported a plan to use reserve funds to provide a \$150 monthly subsidy for Defence Team families and a \$50 per month subsidy for Civilian families. This cost \$ 116,000 for the year.

In January of 2022, the Federal and Alberta governments started a new \$10 /per day daycare program. The MFRCS First Flights Program joined, and parents began to pay much less than they did before for childcare. All parent fees were reduced by \$200 to \$300 per month depending on their child's age. Many parents also received an additional subsidy of \$106 to \$266 per month dropping their fees for infants to between \$349 to \$509, Toddlers to \$230 to \$390, and Preschool age to \$290 to \$350.

# SERVICES

## VOLUNTEERS

Volunteers assist in a variety of areas including event setup and support, administration, organizing and maintenance of materials, and the essential contribution of our Board of Directors. This year offered opportunities to volunteer virtually and in person as Covid-19 restrictions relaxed.



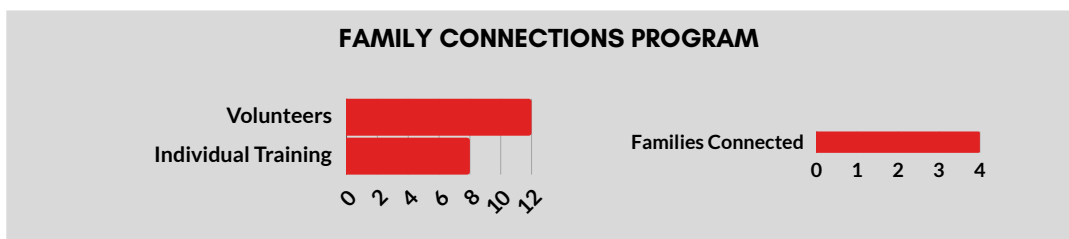
## HIGHLIGHTS

### In-Person Volunteering

- **April 2021** - MFRCS Easter Egg Hunt had the support of 13 volunteers.
- **October 2021** - MFRCS Welcome Event Race had the support of 12 volunteers.
- **November 2021** - MFRCS Women's Conference had the support of 14 volunteers.
- **December 2021** - Christmas Wreaths and Storytime with Santa Drive Thru took place with the support of 21 volunteers preparing and handing out wreaths and gift packages.
- **March 2022** - Edmonton Oilers Foundation started up the in-person 50/50 Raffle selling with the support of 7 volunteers.
- Throughout the year, Crop Haven, Sew and Sews, Books and Beyond, and Paint Night workshops and retreats took place with the support of 12 volunteers.

### Virtual Volunteering

- From April to March, 14 volunteers supported a Fall and Spring Car-Rally and a Valentine's Day Scavenger/Activity Race.



# MENTAL HEALTH

## MENTAL HEALTH

Services include short-term individual, family or group counselling, referrals to mental health services for adults and children, access to education and prevention-based programs, short-term individual or group support for families of ill, injured or deceased members, outreach and support to families in the surrounding area, and tailored assistance to families of the fallen.

**14**

**STRONGEST FAMILIES  
REFERRALS**

**279**

**MFRCS COUNSELLING  
SESSIONS**

**73**

**SUPPORTING  
WELLNESS REFERRALS**

## HIGHLIGHTS

- 80 referrals to Supporting Wellness
- The FLO has directly connected with 377 unique clients – these connections include phone calls, intake appointments and virtual meetings
- In total the FLO has connected with 462 individuals and families from April 2021 – March 2022
- Referred 14 individuals to Strongest Families Institute
- Developed and collaborated on two new support groups for 4 Wing. This included a Maternity Wellness Support Group in collaboration with PSP, as well as, a Sexual Misconduct Support Group working with The Dragonfly Centre.
- Coordinated mental health training workshops including Applied Suicide Intervention Skills Training (ASIST), Safe Talk & Mental Health First Aid.



# FACILITIES

We had a busy year with improvements;

- The 4 Wing MFRCS Annex saw major improvements with a new Playground installed in the summer. This will improve the quality of care for the Preschool children and the Daycare children can have a short field trip to play there.
- We were also able to get Wi-Fi installed which we use for communications including the Hi Mamma app and Timesaver, which we use for our children's records.
- In June of 2022, the top floor was refurbished by RP Ops and the infants from the Daycare moved in. This will add 16 additional spaces for infants.
- RP Ops provided new plumbing to the Daycare so we could move from one washer and dryer to two washers and three dryers. This was a huge help
- This spring RP Ops changed the flooring in the Welcome Centre to vinyl flooring from the old carpet.
- We very much appreciate the support of RP Ops and WTIS in keeping our facilities running.

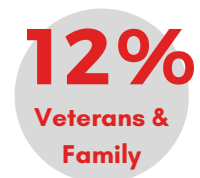
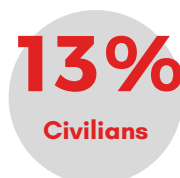




# PROGRAMMING FEEDBACK

## SURVEY RESULTS

In March of 2022, a survey went out to our stakeholders and 224 people completed it:



### Satisfaction

	2021	2020	Change	Total Respondents 2021
Satisfaction	2022	2021	+/-	Responded
Child Care Programming	90.2%	84.1%	6.1%	122
Youth Programming	95.0%	92.1%	2.9%	119
Education/Personal Development	92.1%	90.6%	1.5%	139
Essential Oils, Paint Night, and Craft nights	94.1%	92.6%	1.5%	185
Mental Health First Aid, Suicide Prevention, First Aid	96.8%	96.6%	0.2%	155
Mental Health/Counselling Services	94.1%	91.7%	2.4%	118
Special Events Morale Boosters	98.1%	97.1%	1.0%	211
Volunteer Services	95.7%	97.1%	-1.4%	117
Deployment Services	93.8%	91.6%	2.3%	130
Transition and Welcoming Services	91.3%	88.8%	2.5%	126
Tutoring Program	98.9%			95
Customer Service	96.7%	96.6%	0.2%	215
Employment Services	92.4%	80.5%	11.9%	105
Second Language Services	89.8%	85.9%	3.9%	98
Communication and Promotion of Programming	97.1%	95.6%	1.5%	206
I would recommend the MFRCS to my friends	96.8%	96.0%	0.8%	217

Satisfaction Strongly Agree	2022
Customer Service	52.0%
Special Events Morale Boosters	51.1%
I would recommend the MFRCS to my friends	50.5%
Communication and Promotion of Programming	39.6%
Mental Health First Aid, Suicide Prevention, First Aid	31.3%
Mental Health/Counselling Services	25.6%
Essential Oils, Paint Night, and Craft nights	23.5%
Youth Programming	19.1%
Deployment Services	18.6%
Child Care Programming	17.7%
Education/Personal Development	17.7%
Volunteer Services	17.7%

# PROGRAMMING FEEDBACK



RATED BETWEEN 94% - 97%

- Customer Service
- Training Workshops
- Volunteer Services
- Communication & Promotion
- Morale Boosters



RATED BETWEEN 90% - 93%

- Regular Workshops
- Youth Programming
- Education Workshops
- Mental Health Services
- Deployment Support
- Maple Online Health

## COMMUNITY FEEDBACK

“ The employees at the MFRC are excellent. They are a committed group providing great resources and activities for families. This base has a great MFRC!!! ”

“ The Daycare staff are exceptional!! So caring and they make every effort to truly get to know the child and celebrate their milestones! ”

“ The youth center is providing so much! If I don't have time to do these things with my children, ie: planting flowers, slime, science, etc., I know opportunities are made available there. Our kids love it there! ”

“ The social worker Nikita has been so thoughtful and caring - reaching out to check on our family to support us during a challenging transition to cold lake. ”

“ I love the special family events at the MFRC really well organized and our family loves to participate. Thank you! ”

“ I really appreciated that the MFRC still had events available for members during the Covid period. From the drive-thru events to Scavenger hunts, it gave my family something to look forward to. ”

“ Great experience with being posted in and being informed of all the programming and services. Felt really supported and there are tons of services available. ”

“ The best MFRC is in Cold Lake. I've been to Petawawa, Borden, Comox, Trenton, and Edmonton. Hands down you guys are awesome! ”

“ I always look forward to seeing their FB posts about upcoming events, and programs and The MFRC Facebook page has been very helpful keeping us up to date on current events and programs. I'm able to use the links to register and mark them in my calendar! ”

# MARKETING & PROMOTION

Marketing efforts continue to increase from what was a very busy year, with the everchanging COVID-19 landscape. We made it a priority to keep ongoing communication to our families and stakeholders.

We have continued to increase our advertising efforts such as, posters, email newsletters, digital sign ads, program guide, website content, social graphics and many other methods.

We also continue to provide Program Guides twice a year to ensure members and their families know everything the 4 Wing MFRCS has to offer.

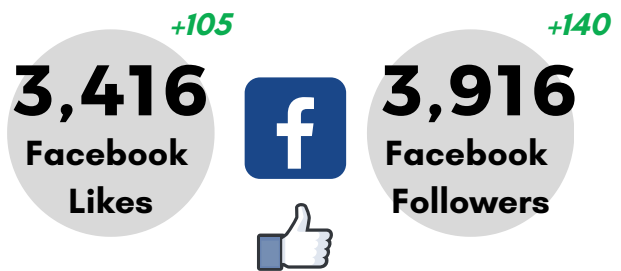
Our new First Flights website continues to do well, providing families with a dedicated space to give them all the information they should need about our childcare programs and availability. Check it out:

[Firstflightschildcare.com](http://Firstflightschildcare.com)



**3,685**  
**Email Contacts**

**\*Total Average Per Month\***



# STAFF SUPPORTS

Staff supports were very important through another year of Covid-19.

The Board of Directors gave every staff member seven paid days off at Christmas. This was appreciated by all and allowed a circuit breaker for Covid-19 as well.

The Province of Alberta Children Services sent the MFRCS \$ 61,000 to help support recruitment and retention for childcare. We decided to give the funds directly to each staff member. Bonuses were given to individuals based on their longevity. There were 17 staff members who received \$ 1500 and 18 staff members who received between \$ 1450 to \$ 100.

In May of 2022, we had a staff appreciation BBQ where each staff member received a bag of goodies, including an MFRCS T-Shirt, MFRCS water bottle and their favourite treat.

The MFRCS has also added Truth and Reconciliation Day as a statutory holiday. That brings the total to 13 statutory holidays.



# RECOGNIZING OUR SPONSORS

This last year has been a great year for donations. Many foundations, corporations, individuals and businesses gave cash donations. Although not audited, another wonderful aspect of generosity is the Gift-in-Kind donations that support our operations.

## **Sponsors \$50,000 +**

- Edmonton Oilers Community Foundation
- MFSS Subsidy for OSC

## **Sponsors \$10,000 - \$24,999**

- Together We Stand
- United Way Capital/Centrade
- BMO

## **Sponsors \$2,500 - \$4,999**

- MEG Energy
- 4 Wing Chaplains
- WestJet

## **Sponsors \$500 - \$2,500**

- Commissionaires Northern Alberta
- HCol Andrew Abbott
- HCol Mike Bullis
- Ret'd BGen Michael Barker
- Restrictions Exemption Grant (REP)
- Furniture Galaxy
- Walmart Cold Lake
- HCol Greg Hamel
- HCOL Kendra Kincade

## **Sponsors \$25,000 - \$49,999**

- Canadian Natural Resources Limited
- Cenovus Energy
- Tim Hortons Cold Lake
- MFRCS Raffles 1-4

## **Sponsors \$5,000 - \$9,999**

- HCol Darlene Gates
- Eastlink

- Nav Canada Staff
- Strathcona Resources
- 4 Imprint Corporate Giving
- Lakeland Connect
- Stingray/Boom
- Cold Lake Victim Services Society
- Staples Cold Lake
- 410 Squadron
- Pattison Outdoor Signs
- Cenovus Employee Giving

**Total Fundraising Amount = \$310,000**








 [4wingmfrcs.perfectmind.com](http://4wingmfrcs.perfectmind.com)

 [Cafconnection.ca/Cold-Lake](http://Cafconnection.ca/Cold-Lake)

 4 Wing MFRCS

 780-594-6006

 674 Kingsway Road, Cold Lake, AB T9M 2C3