



2023 ANNUAL REPORT

BOARD CHAIR'S MESSAGE

Amanda Hillock



It is my honour as the Chair of the Board of Directors to acknowledge the incredible achievements and unwavering dedication of Floyd and his entire Military Family Resource Centre Society (MFRCS) team.

On behalf of the 4 Wing MFRCS Board of Directors, I would like to extend my deepest gratitude to our generous funders. Your support has allowed us to offer essential programs and services, from counseling and workshops to financial assistance and childcare support. Your investment in our vision has had a lasting impact, and we are sincerely grateful for your continued partnership.

Next, I would like to express my heartfelt appreciation to the hardworking and passionate staff of the 4 Wing MFRCS. Your dedication to our mission is nothing short of inspiring. Day in and day out, you have gone above and beyond to provide a caring and supportive environment for our military families. Your compassion, professionalism, and resilience have made a significant difference in the lives of so many, and we are immensely proud to have you as part of our team.

I also want to extend our gratitude to the Wing Commander and the entire chain of command. Your unwavering support and encouragement have been instrumental in the success of the 4 Wing MFRCS. You have recognized the importance of the well-being of our military families and have shown us immense trust and confidence. Your collaboration and partnership have allowed us to expand our reach and effectiveness, and we are sincerely thankful for your continued backing.

Once again, thank you for being part of this wonderful journey. Together, we have made a meaningful difference in the lives of military families, and I am confident that together, we will continue to be a beacon of support and strength for many years to come.

Thank you,

Amanda Hillock

Chairwoman

4 Wing MFRCS Board of Directors

EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

This past year felt nearly normal after 3 years since the beginning of Covid-19. Many of our signature Moral Boosters and programs began again as they did before Covid-19. Although there have still been effects on attendance, the 4 Wing MFRCS is back to regular operations.

It was a long road for our staff, particularly our childcare staff. Although Covid-19 is mostly in the past, illness in general continues to affect staffing levels in the childcare program. With the new childcare grants from the Federal and Provincial Governments, demand for space is very high. We have been running a waitlist since January of 2022.



Although we have been able to serve most of the military families since then, demand is growing and in the fall of 2023, there will be military families who will not get space for their children. This is after we expanded an additional 20 spaces in June of 2022. That was a 23% increase in our daycare spaces.

This was a major project that involved updating the MFRCS Annex facility. The 4 Wing RP Ops updated the facility, and we purchased \$ 50,000 of furnishings to outfit the new rooms. We also had to staff approximately 15 childcare educators to care for the new children. In December of 2021, we had about 60 children and staffed accordingly. By the end of the summer of 2022, we had 109 children. This meant we needed to almost double the number of staff. This is a challenge anywhere in Canada, but especially here in Cold Lake.

The new funding for Childcare has made a significant difference for parents. For many parents, they are now paying less than \$ 400 per month when they previously paid \$ 800 per month. This has helped many families financially, especially in high inflationary times. The MFRCS was also subsidizing families up to \$ 150 per child/per month until the end of 2022. The new funding has stabilized the finances in the daycare and we hope the funding will continue.

EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

Our preschool program has had a decline in enrolment for several years and had to be closed at the end of 2022. Although the Mary Poppins Preschool program operated for decades, many schools now have preschool programs and this was the primary reason for the decline of the program. The renewed use of the MFRCS Annex building for Infants and Toddlers, allowed for the reduction in size of classrooms, particularly for the older toddlers. This has improved the quality of life for both the children and staff members, with more space for everyone.

The 4 Wing MFRCS has had a busy year with 21 Morale Boosters, with 3,200 people attending. One of the highlights was that we received 103 playoff tickets to the Edmonton Oilers series against the Colorado Avalanche. This was an exciting day, and with only 6 hours' notice, the help of the Chain of Command and a bus, we were able to make this possible.

It was also our first time providing an outside event for Military Family Appreciation Day. It was a great day that included bouncy castles, pulled pork on a bun, and freshly made donuts. There were 298 people in attendance.

Another new event was the Fantasy Ball where everyone came in wearing their favourite supernatural character. There were 167 people who attended. We had Star Wars™ Characters also in attendance for people to get photos with, and fun was had by all.

In late November we also provided Family Holiday photos over two evenings. There were 86 families who came through. We also had an hour dedicated for people with pets and this was a very popular time slot.

We also started psychological workshops with sessions that had 206 people in attendance. The two sessions included topics of trauma-informed workplaces and emotional intelligence.

This year was our best year for Suicide Prevention Training with 88 participants. This included 21, 4 Wing Fire Fighters and 26 Sentinels.

EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

We had a great year for fundraising and our sponsors, donors, and various foundations provided much-needed resources to the operations that care for the 4 Wing community. This last year we received \$ 294,000 in funds and another \$ 43,000 in In-Kind donations.

This was our second year of providing a the Tutoring Program. We had 32 children attend and 413 sessions to improve their skills.

Program Satisfaction Survey

Overall, the MFRCS had a great year and is well situated to serve the 4 Wing Community going forward.

Respectfully,

Floyd Perras
Executive Director
4 Wing MFRCS

STATISTICS

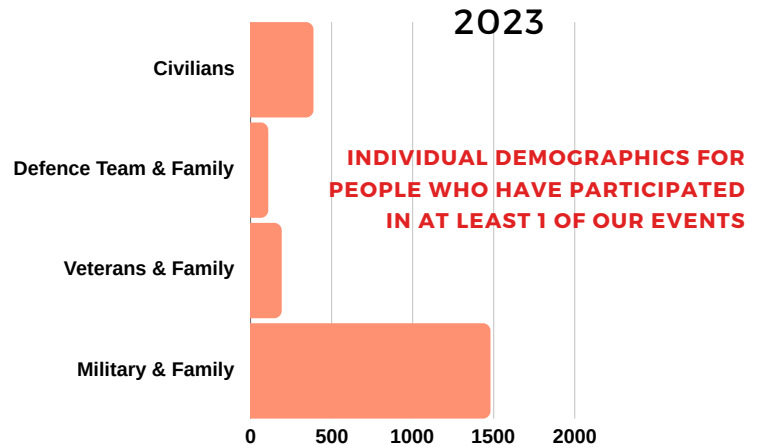
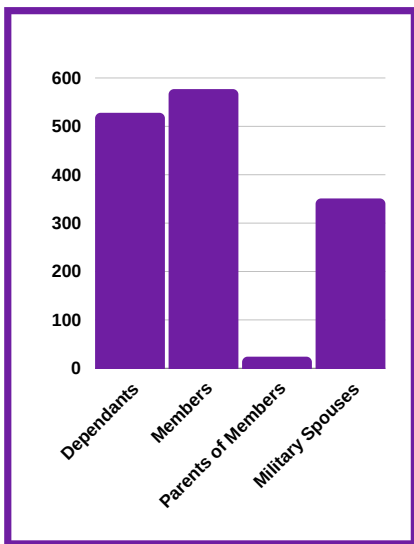
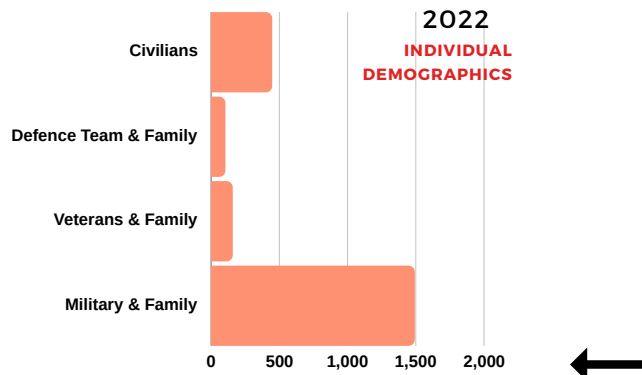
OVERALL STATS FOR MFRCS 2022/23

1,593

**NEW INDIVIDUALS
REGISTERED WITH
MFRCS**

2,170

**INDIVIDUALS
ATTENDED AT LEAST
ONE EVENT**



OVERVIEW

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 6:00 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.

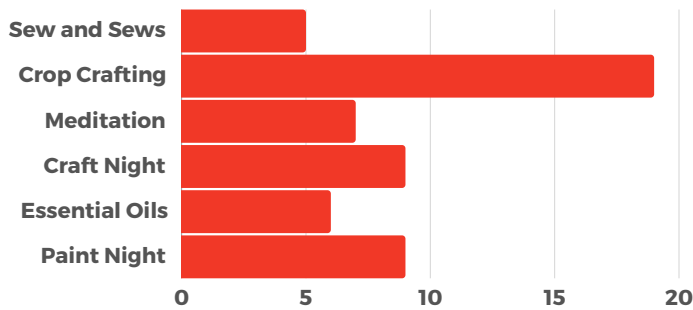
There were **27%** of 4 Wing CAF members who participated this last year.

PROGRAMS

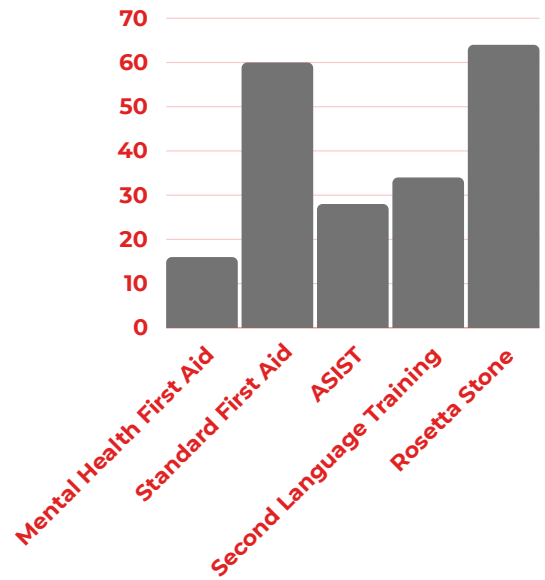
ADULT EDUCATION

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



TUTORING PROGRAM

24
Military

7
Defence Team

2
Veteran Families



47
TOTAL NUMBER OF
SESSIONS

32
UNIQUE USERS

634
SESSIONS ATTENDED

PROGRAMS

YOUTH & CHILDREN

The Youth Centre serves children and youth aged 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. With sponsor funding, we can provide STEM and mental health programming monthly.

In August 2022, MFRCS Youth Programs provided an in-person Theatre Camp for the first time since before COVID-19. The camp saw 17 youth between the ages of 11 and 17 come together to create a production of "The 33 Little Pigs" through an intensive week of learning and fun.

In the fall, the Youth Centre was able to purchase some "big ticket" items with funding from the Medley Society grant. They were able to replace their broken air hockey table with a brand-new arcade-quality table, new cabinets for storage, and proper dry-storage containers for food-related program supplies, as well as some new beanbag chairs and Papasan chairs.

In April 2023, the MFRCS, in partnership with the Cold Lake and District FCSS, held a 2-day Youth Conference open to all youth between the ages of 12-17. The Youth Conference had 35 participants. The event feedback was positive from attendees and community partners who provided sessions for the youth. The overarching goal of the conference was to provide a space/opportunity for youth to explore their own identity and learn about themselves. It was incredible to see youth come together to create new bonds and feel safe enough to share parts of their lives together.

84

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

49

AVERAGE MONTHLY ATTENDANCE FOR YOUTH (AGES 10-17)

141

CHILDREN IN EVENT PARTICIPATION

50

AVERAGE MONTHLY ATTENDANCE FOR CHILDREN (AGES 6-9)

87

Total # of Unique Children Registered
(Ages 6-9)

Babysitting Course

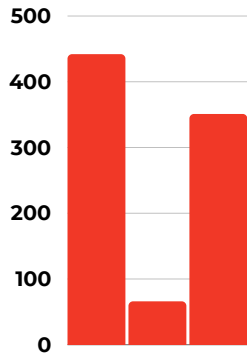
48

Youth Trained

1,198

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

PROGRAMS



Maple Referrals
In-Person Welcome Packages
Virtual Welcome Packages

593

Welcome Centre Inquiries

WELCOME CENTRE OVERVIEW

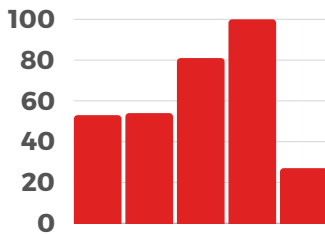
The Welcome Centre has focused on ensuring families are contacted during the transition to and from Cold Lake, during deployments and with ongoing community support.

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 61 people attending The Welcome Race and 48 attending the Welcome Dinner.

Total Attendance



Coffee Group/Virtual Bingo
Books & Beyond
Cancer Support Group
Tabletop & Boardgame Night
Hollywood Strollers

48

Welcome Dinner Attendance

61

Welcome Race Attendance

288

MFAD Attendance



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.
- Tabletop and Board Game Nights continued to be a huge success this past year with the attendance numbers growing from the first year. This program targeted the military and veteran community who love to play Tabletop games.
- We held 2 Community Baby Shower events over the past year in which the expecting/new moms had a fun-filled afternoon having snacks, playing games and making new friends.
- 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.

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 2023 with a delicious catered dinner followed by a magic show sponsored by Canadian Natural Resources Limited (CNRL) to appreciate the Deployed members and their families for all of their sacrifices throughout the year.

VETERAN FAMILY PROGRAM (VFP)

- We hosted a Mental Health First Aid Veterans Course which reached Military members, Veterans and their families within our community.
- 12% of survey participants this year were veterans and their family members.

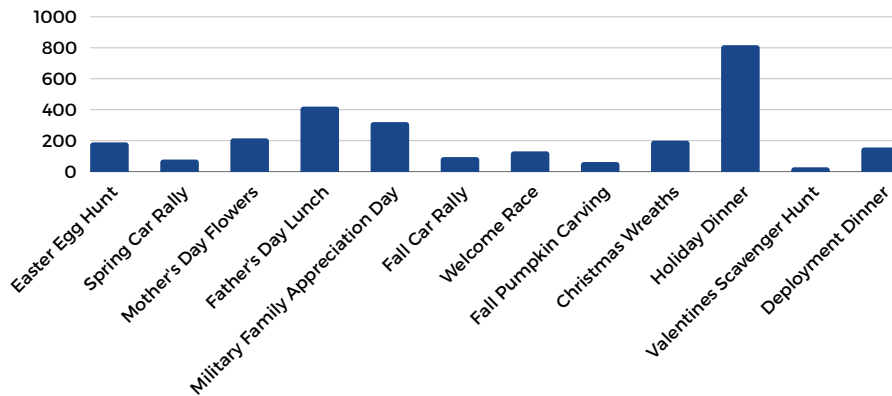


SERVICES

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.

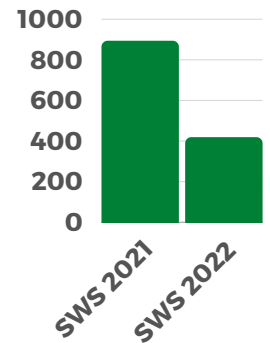
2021-22 # OF PEOPLE AT EACH EVENT



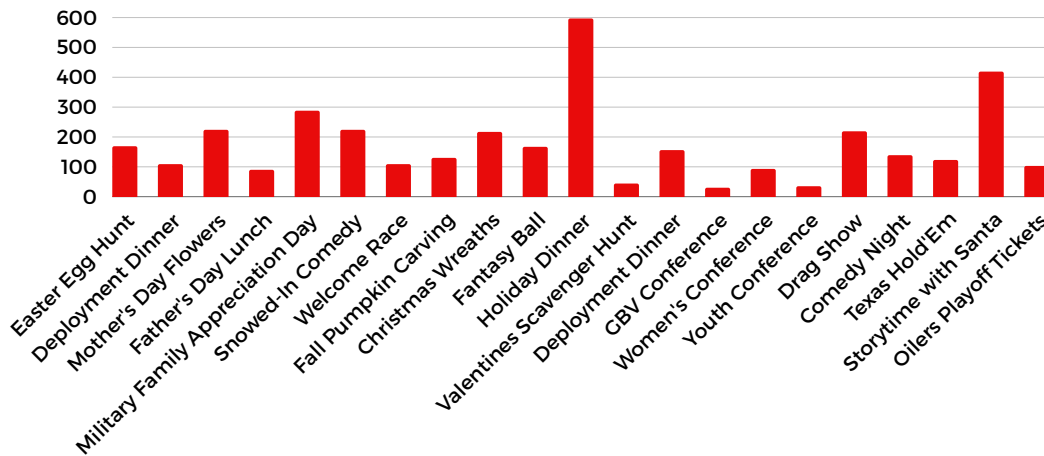
STORYTIME WITH SANTA ATTENDANCE



2020 VS 2021



2022-23 # OF PEOPLE AT EACH EVENT



HIGHLIGHTS

- We had an exceptional year for Morale Boosters, with 21 events this year.
- This was the first year we had a Fantasy Ball with 167 people in attendance and a Drag Show with 219 people in attendance.
- This was the first year we had Edmonton Oilers Playoff Tickets and we had 103 people in attendance.

SERVICES

MORALE BOOSTERS

HIGHLIGHTS

- Another new event was the Fantasy Ball, where everyone attending wore their favorite supernatural character costumes. There were 167 people who attended. We also featured Star Wars™ Characters in attendance for people to get their photos with.
- In late November we also provided Holiday photos over two evenings. There were 86 families who came through. We also had an hour dedicated for people with pets and this was a very popular time slot.
- One of the highlights in June last year was that we received 103 tickets to a playoff game between the Edmonton Oilers and Colorado Avalanche. We had six hours from when we received the tickets, to distribute them and get people to the game. The Chain of Command put together a bus to get 50+ people to the game in Edmonton. This was an exciting night for everyone.
- Our regular events were well attended throughout the year. It was great to get back to in-person events. Story Time with Santa was a lot of fun, with over 400 people in attendance.
- The Home for the Holiday's Christmas Dinner had a drive-thru and in-person option, and 597 people enjoyed a holiday dinner throughout the two days.
- Our two comedy events brought in 263 people. The Women's Conference, Mother's Day Flowers, and Christmas Wreaths were sold out, some in just minutes of registration opening.
- During Halloween, we had 130 people come out for pumpkin carving, and we also tried something new; Trunk or Treat. At this event, people decorated their vehicles and then came to the MFRCS. Children would then go from car to car getting treats. We had 10 families come with decorated vehicles, and approximately 100 children in attendance.



PROGRAMS

FIRST FLIGHTS CHILD CARE



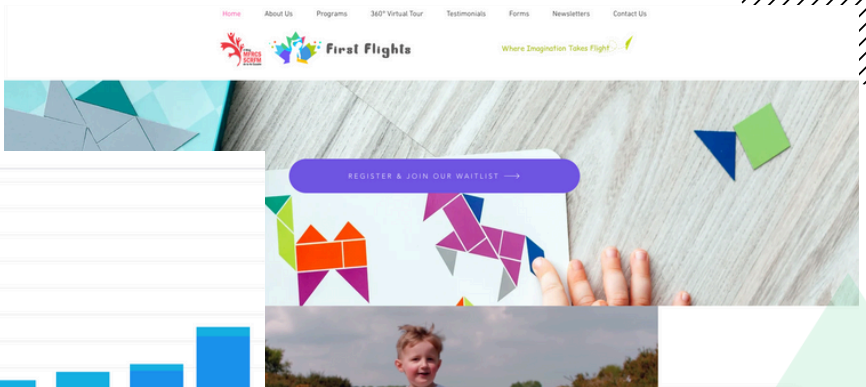
This last year was incredibly busy for our First Flights programs. With the new Federal and Provincial funding, parent fees for daycare were cut in half and more with subsidies. Many people went back to work because of the lack of affordability for childcare. This caused a huge demand and vacant spaces quickly were filled, with a growing waitlist. Early on we realized that additional spaces were needed. By the end of June, we were able to add another 20 spaces to the existing 98 spaces. This took an immense amount of work from our Childcare Management Team. 4 Wing's RP Ops contributed by upgrading the MFRCS Annex.

In the first nine months of 2022 we grew from 55 children in childcare to 109 children.

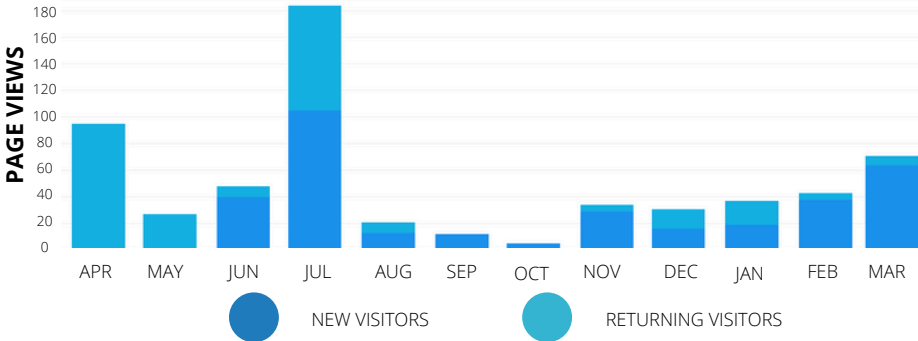
Although Covid-19 is not a pandemic anymore, illnesses often keep staff at home. Many days there were five to ten Childcare workers unable to come to work. This meant a lot of shifting of staff and children to ensure ratios were being met. I want to thank the Childcare team again for their efforts to provide excellent care to children.

PROGRAMS

FIRST FLIGHTS WEBSITE TRAFFIC



21/2022



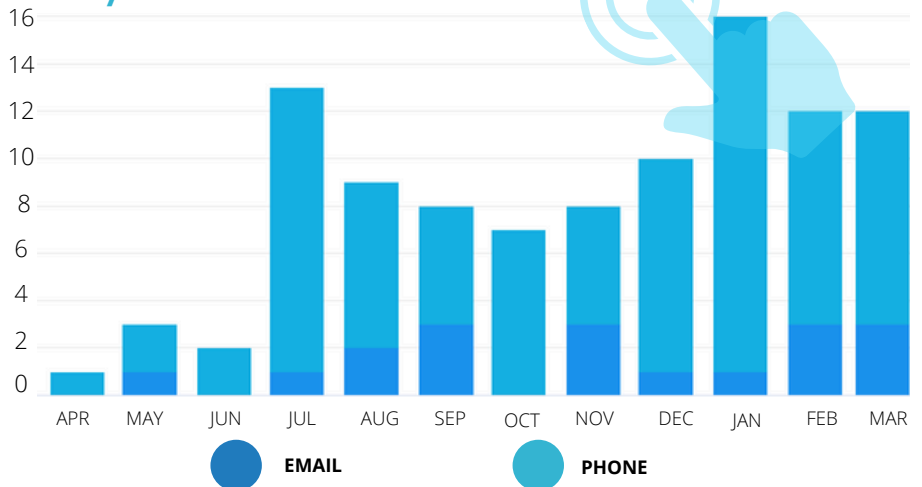
BENCHMARKS

KEY STATS COMPARISON

Compared to *Kids & Teens* sites in Canada

Traffic	Your Stats	Better Than
Unique Visitors	140	41%
Avg. Session Duration	3min 51sec	62%
Bounce Rate	42%	56%
returning Visitors	20%	70%
Organic Search	72%	80%

CLICKS TO CONTACT US 22/2023



SERVICES

VOLUNTEERS

Volunteers assist in many capacities, starting with the essential contribution of our Board of Directors. We almost doubled our active volunteer base, keeping them busy with event setup and teardown, taking registration and tickets, helping with crafts and games, serving food and clearing tables, handing out wreaths and flowers, among other activities.

2021-22

120

VOLUNTEERS

1,872

VOLUNTEER HOURS

36

NEW VOLUNTEERS

VS

2022-23

189

VOLUNTEERS

2,969

VOLUNTEER HOURS

69

NEW VOLUNTEERS

HIGHLIGHTS

In-Person Volunteering

- February - 32 volunteers went to Rogers Place for EOCF 50/50 in support of our Tutoring Program.
- Volunteers took on new roles facilitating programs including Tabletop and Board Games Nights and Paint Night Assistant.



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.

18

**STRONGEST FAMILIES
REFERRALS**

392

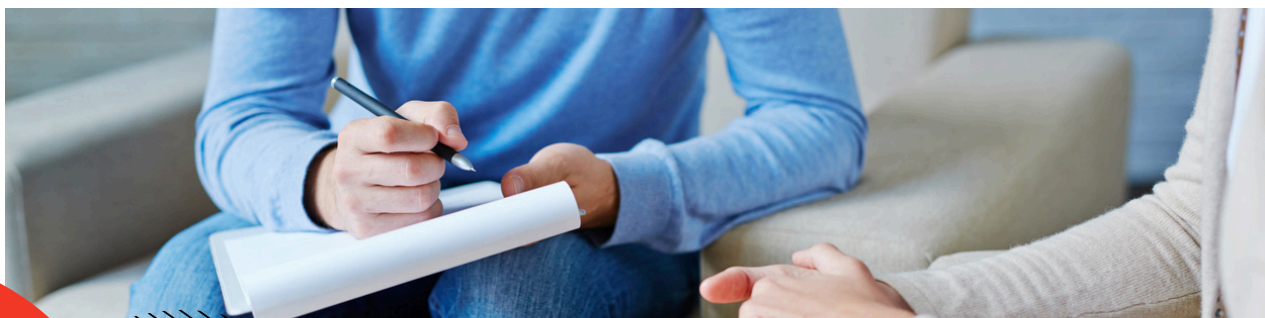
**TOTAL INDIVIDUAL
CONTACTS**

95

**SUPPORTING
WELLNESS REFERRALS**

HIGHLIGHTS

- 95 referrals to Supporting Wellness.
- The FLO has directly connected with 392 unique clients - these connections include phone calls, intake appointments and virtual meetings.
- Referred 18 individuals to Strongest Families Institute.
- Developed and collaborated a new support group for 4 Wing. This included a Sexual Misconduct Support Group working with The Dragonfly Centre.
- Developed and hosted a Gender Based Violence conference that had 30 people in attendance.
- Coordinated mental health training workshops including Applied Suicide Intervention Skills Training (ASIST), Safe Talk & Mental Health First Aid.



PROGRAMMING FEEDBACK

SURVEY RESULTS

In May of 2023, a survey went out to our stakeholders and 265 people completed it, compared to last year's 224 participants:

38%

Military Spouses

31%

Military Members

11%

Civilians

8%

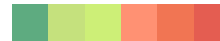
Defence Team

12%

Veterans & Family

Satisfaction

Positive Change



Negative Change

Programming Feedback - June 2023

Satisfaction

	2023	2022	+/-	Total Respondents 2022
Child Care Programming	93.2%	90.2%	3.0%	103
Youth Programming	84.8%	95.0%	-10.2%	99
Education/Personal Development	89.2%	92.1%	-2.9%	120
Essential Oils, Paint Night, Craft Nights	88.5%	94.1%	-5.6%	183
Mental Health First Aid, Suicide Prevention and First Aid	92.7%	96.8%	-4.1%	151
Mental Health/Counselling Services	83.6%	94.1%	-10.5%	110
Special Events and Morale Boosters	94.5%	98.1%	-3.6%	220
Volunteer Services	91.7%	96.7%	-5.0%	109
Deployment Services	91.0%	93.8%	-2.8%	89
Transition and Welcome Services	88.6%	91.3%	-2.7%	105
Tutoring Program	87.5%	98.9%	-11.4%	56
Customer Service	96.7%	96.7%	0.0%	242
Employment Services	81.0%	92.4%	-11.4%	84
Second Language Services	79.2%	89.8%	-10.6%	72
Communication and Promotion of Programming	87.3%	97.1%	-9.8%	221
I would recommend the MFRCS to my friends.	96.3%	96.8%	-0.5%	242

Programming Feedback - June 2023

Satisfaction Strongly Agree

	2023	2022	+/-	Total Respondents 2022
Special Events and Morale Boosters	59.1%	54.1%	5.0%	220
Customer Service	59.1%	53.5%	5.6%	242
I would recommend the MFRCS to my friends.	49.6%	51.6%	-2.0%	242
Tutoring Program	46.4%	36.8%	9.6%	56
Youth Programming	42.4%	35.6%	6.8%	99
Child Care Programming	40.8%	32.5%	8.3%	103
Transition and Welcome Services	40.0%	31.0%	9.0%	105
Communication and Promotion of Programming	39.4%	39.6%	-0.2%	221
Deployment Services	39.3%	31.8%	7.5%	89
Second Language Services	38.9%	33.0%	5.9%	72
Volunteer Services	37.6%	33.6%	4.0%	109
Employment Services	36.9%	35.2%	1.7%	84
Essential Oils, Paint Night, Craft Nights	36.1%	28.3%	7.8%	183
Mental Health First Aid, Suicide Prevention and First Aid	34.4%	44.4%	-10.0%	151
Mental Health/Counselling Services	31.8%	47.0%	-15.2%	110
Education/Personal Development	28.3%	28.1%	0.2%	120

PROGRAMMING FEEDBACK



RATED BETWEEN 94% - 97%

- Customer Service
- Recommending MFRCS
- Special Events & Morale Boosters



RATED BETWEEN 90% - 93%

- Child Care Programming
- Mental Health Courses
- Volunteer Services
- Deployment Services

COMMUNITY FEEDBACK

- “ we got a ton of support when my husband was deployed. They answered every email within hours. 4Wing MFRC is the best!! ”
- “ We have benefited greatly from the fun programs put on by the MFRC. The baby shower, welcome race, Christmas dinners, Mother’s Day flowers, etc ”
- “ Staff were extremely helpful with assisting during my clear-in process ”
- “ I have always had amazing experiences with the 4 Wing MFRC. They are vital to our military families and community and I cannot recommend them enough! ”
- “ Christmas dinner – made a newly posted + new military spouse feel welcome. ”
- “ My teenage son has attended multiple youth nights and has always had great things to say about the staff and the amount of entertainment available in the youth centre. ”
- “ We sought care for my children after a traumatic event. They were quick, efficient and so easy to deal with. ”
- “ The Mother’s Day hanging baskets were beautiful this year and as a soon to be first time mom it brought a tear to my eye when my husband surprised me by taking me to pick one up. Really nice idea :) ”
- “ The child care program is really really good. They care a lot about the best for the children ! ”
- “ It has been so helpful having the MFRCS as a resource especially when my spouse is deployed. ”
- “ All experiences with staff have always been pleasant and professional. Very impressed with them! ”
- “ Wonderful events and professional staff make attending a great experience. ”

MARKETING & PROMOTION

Marketing efforts continue to increase from what was a very busy year. We made it a priority to keep ongoing communication to our families and stakeholders.

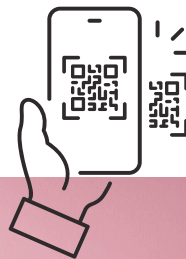
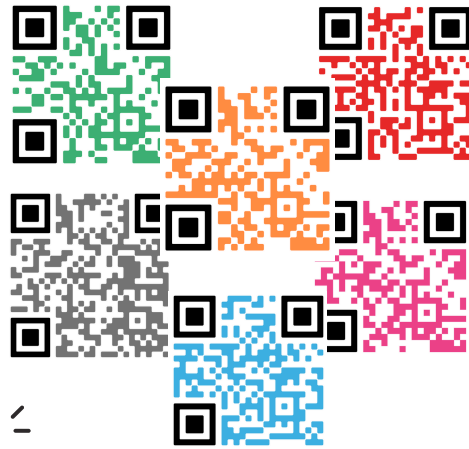
We have continued to increase our advertising efforts such as, posters, email newsletters, digital sign ads, program guide, website content, social graphics and many other methods.

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.

We introduced the use of QR codes on all advertising materials moving forward to increase registration and ease of signing up for events and programs.

4,046
Email Contacts

Total Average Per Month



33
Emails Sent

694
Facebook Posts



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 +

- Cenovus Energy
- Edmonton Oilers Community Foundation

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

- Canadian Natural Resources Limited (CNRL)
- True Patriot Love Foundation (TPL)
- Military Families Support Society

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

- Tim Hortons Cold Lake
- Medley CFB Society
- Red Canoe

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

- Eastlink
- MFRCS Raffle #5

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

- 4 Wing Chaplains
- WestJet
- Star Wars Fundraiser
- Honorary Colonel Mike Bullis
- BMO

Sponsors \$500 - \$2,500

- Commissionaires Northern AB
- Cenovus Employee Giving
- Pattison Outdoor
- Honorary Colonel Andrew Abbott
- Walmart Cold Lake
- Together We Stand
- United Way Capital

Total Fundraising Amount = \$308,000

Total Gifts in Kind: \$64,250






 4wingmfrcs.perfectmind.com

 Cafconnection.ca/Cold-Lake

 4 Wing MFRCS

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