



2021 ANNUAL REPORT

BOARD CHAIR'S MESSAGE

Amanda Hillock



COVID-19 has made the last few months extremely challenging for many businesses and organizations, yet the 4 Wing MFRCS has been fortunate enough to continue operations and deliver services to our military members and community. I would like everyone to recognize the outstanding staff, Board Members and Executive Director, Floyd Perras, at 4 Wing's MFRCS. Led by Floyd's outstanding leadership and 4 Wing MFRCS staff's dedication, we have been able to keep our people safe while delivering quality programming and childcare solutions throughout 2021.

On behalf of the 4 Wing MFRCS Board of Directors, I would also like to express my sincere appreciation to the Wing Commander and the senior staff for their continuous support of the 4 Wing MFRCS. Without the support of the Wing Command Team, the MFRCS would not be able to effectively deliver the unparalleled service they provide to the communities of 4 Wing and the surrounding Lakeland area.

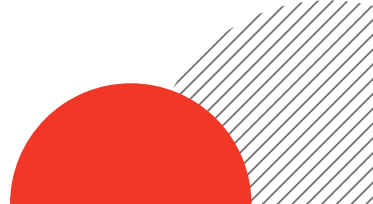
I would also like to thank our generous funders who continue to give and boost our communities to their fullest potentials. Our funders are an integral part of the MFRCS's success and without their contributions, we would not be able to extend assistance to all the families we do; and on behalf of those families, we thank you greatly.

I would like to close by thanking the 4 Wing MFRCS members, personally, for their inspiring dedication and gracing me with the opportunity to be on the Board, as Chair, this past year. This has been both an extremely challenging, but an extremely rewarding experience. I am honoured to have had the privilege to give back to our community and I look forward to all the great things we will accomplish together in the coming year.

Thank You,

Amanda Hillock / Board Chair

4 Wing MFRCS



EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

The year 2020-21 was no ordinary year. The Covid-19 pandemic completely affected everything we did and changed everything. The year began in a shutdown stance with everyone working from home, trying to figure out how we could make a difference for the 4 Wing community.

The Board of Directors made the courageous decision to keep everyone employed through that early shutdown. I want to thank the Board of Directors for their support during this challenging time. Many organizations did not re-open when restrictions permitted, and many immediately laid off most of their staff. 4 Wing MFRCS



was ready to re-open because we kept our staff employed. This strengthened the morale of our team and when there were challenges ahead, people stepped up to make a difference.

The childcare staff started to have regular online video conferencing with the children from their classrooms. This was greatly appreciated by parents and children who were stuck at home. By mid-May, our Daycare and Out of School Care re-opened. This was a huge effort by the childcare team ensuring all the Covid-19 protocols were created to follow Provincial and 4 Wing restrictions. It was also very scary as we did not know much about Covid-19 and what might happen. Throughout the summer and fall, the restrictions continued to change. Our Childcare Leadership Team would have to rewrite our protocols and implement them often overnight.

Many times, in childcare, there would be five to ten staff at home waiting to be tested because they had one of the Covid-19 symptoms. This made staying open exceedingly difficult, but we managed to keep everything open, until recently.

I want to thank our Childcare Team for not just going one extra mile but 100 extra miles to provide for the children in their care. This effort also allowed 4 Wing to get some of their team to come back to work.

EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

I also want to thank the 4 Wing Chain of Command, who worked with us to help us get open and ensure that the safety of our families was prioritized each step of the way.

The Resource Centre staff spent the first months working from home. We scrambled to move our in-person activities to virtual. For Second Language Training we added Rosetta Stone licenses and many people took the opportunity to train online in French.

Counselling services were provided online from April to June. Mother's Day Flower baskets replaced an in-person event with 150 baskets delivered. Our Father's Day Car Rally with 216 attending did the same. We added the At-Home Scavenger Hunt in May with 279 attending, which was enormously helpful in the middle of the first lockdown. We followed that with Canada Day gifts bags delivered to 150 families.

This became the model for the fiscal year for our large events. Our Welcome Event became an Amazing Race for people new to 4 Wing. Many of our 4 Wing partners and MFRCS sponsors participated.

By Christmas, we had another five virtual events including, Franco Car Rally (46), Pumpkin Patch Carving (187), Christmas Wreaths (200), Story-Time with Santa (676), and Home for the Holidays Christmas Dinner (817). Home for the Holidays was a great partnership with the 4 Wing Padres and 4 Wing MFRCS. They brought resources and volunteers and lots of goodwill. This will continue this year as well.

In July, the rest of our Resource Centre team was able to return to the facility. Youth programming resumed in July. This was also very appreciated by children and parents. In August we were able to do a modified Theatre Camp for 22 youth.

In September, most of our regular in-person activities were able to resume. We became quite flexible with plan A, B and C depending on Covid-19 restrictions. The Resource Centre staff have done a remarkable job at providing meaningful support to 4 Wing families in exceedingly difficult times.

EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

Volunteerism was very limited because of Covid-19 restrictions but we managed, when possible, to use their help in person and we were able to use many of them virtually for the Car Rallies and Scavenger Hunts judging participant's submissions. By December, we were into the second wave of Covid-19 and many in-person activities were suspended again, and this remained in effect for the rest of the fiscal year.

From January to March, we were able to have another At Home Scavenger Hunt (197), a Valentine's Day Scavenger Hunt (82), a Childcare Drive-Thru Dinner (244), and a Volunteer Appreciation Drive-Thru Dinner (244). We were also able to start Virtual Second Language classes for 23 students from January to the end of March. Overall, we connected with about the same number of Individuals we did in 2019-20. It was just in a different way.

Marketing is our communication to our stakeholders. This past year, it was a continual challenge to communicate and keep people up to date because events were constantly changing because of ever-changing Covid-19 restrictions. Our Program Guide went virtual because it would change all the time. We continue to enjoy a large distribution for our newsletters and Facebook followers. Our new digital sign also helped people keep up with what was going on.

We also had great support from our donors and Corporate Sponsors, who started or continued their support for our organization. It speaks highly of these companies and individuals when they worked with us to make life better for our 4 Wing community.

In 2020-21, we took over the bookkeeping from an external accounting firm. We also added some software applications to provide virtual invoicing and EFT payments. Having completed the annual audit in record time for the 2020-21 year speaks highly of the work done in the Finance and Bookkeeping department.

EXECUTIVE DIRECTOR'S MESSAGE

Floyd Perras

We did another 4 Wing MFRCS Program Survey this year for the third time. I would have expected the satisfaction rates to come down because of our struggle to provide meaningful and effective programming in the middle of a Covid-19 pandemic. I was pleasantly surprised. The results again indicate strong support for 4 Wing MFRCS services and programs.

Going forward, it is uncertain what 2021-22 will look like. I know that our team is well prepared to deliver programs and services with or without Covid-19 restrictions. We do hope to restart our in-person activities and Morale Boosters while continuing some of the popular virtual and drive-thru events.

Respectfully,

Floyd Perras
Executive Director
4 Wing MFRCS

COVID-19

OVERVIEW

It was a particularly challenging year with the Covid-19 pandemic throwing curve balls at us throughout the year. We began in a shutdown of nearly everything we do. In-person contact was not permitted and that was/is our strength as an organization. As time went on, we were able to resume many activities on a limited level. We also quickly started to develop virtual activities and services that allowed us to keep our 4 Wing community connected and resourced.

Our Morale Boosters that often have 200+ people had to be totally revamped and some activities just had to be suspended and other virtual events took over. There were 14 Morale Boosters throughout the year, and all were well attended and often at capacity.

Through what often felt like changing universes every day or week, programs adapted and continued to make a significant difference for the 4 Wing community. For the most part, the 4 Wing MFRCS was the only activity provider.

We all want Covid-19 to be done. That being said our organization learned to be more creative and adaptive to changing circumstances.



STATISTICS

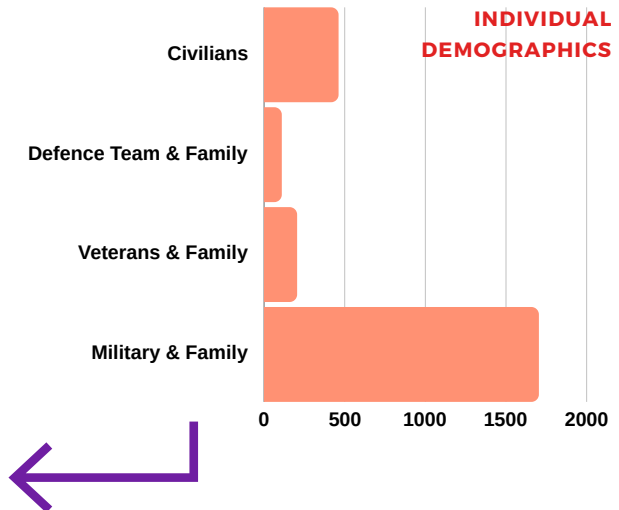
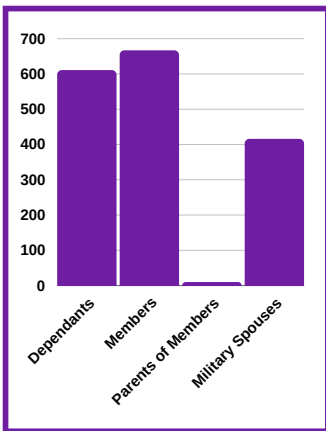
OVERALL STATS FOR MFRCS 2020/21

1,241

**NEW INDIVIDUALS
REGISTERED WITH
MFRCS**

2,486

**INDIVIDUALS THAT
ATTENDED AT LEAST
ONE PROGRAM**



OVERVIEW



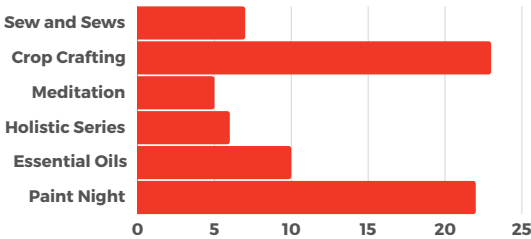
- 4 Wing MFRCS's online booking system started in the spring of 2019. Since then, all of our program participants get registered, and attendance is recorded through this system. We now know how far our reach is because it can tell us how many unique individuals participate. This is extremely important to our funders and in our program development.
- This also allows households to register online when it is convenient for them. This last year we moved our more popular activities booking time to 6:00pm so more people could have a chance to register outside of work hours. In the last year, 40% of military members participated in at least one MFRCS activity. The average across the country is 15%.

PROGRAMS

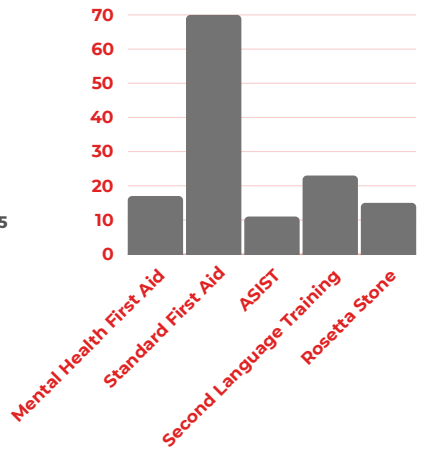
ADULT EDUCATION

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



HIGHLIGHTS

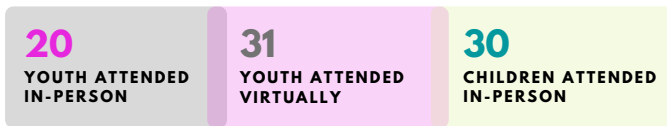
- Despite the heavy Covid-19 restrictions, we were still able to run our biggest event of the year, Storytime with Santa. **676** people attended virtually, and **225 free gift bags** were given out. We also provided a virtual story with Santa online via Zoom, where the children could ask him questions.
- The Straight Talk workshop is now called Looking Forward and is offered now in person and virtually.
- Our First Aid courses have been consistently full, our max capacity for these workshops is 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 and programming were closed from March to July due to Covid-19, and again in mid-December. The Youth Centre provided virtual activities from December to March.



HIGHLIGHTS

- Hosted a 12 Days of Christmas event where families participated in holiday-themed challenges that encouraged family bonding.
- Reopening of Youth Centre in freshly painted and decorated building.
- One hundred families received a Halloween activity gift bag.



Large Youth Centre Events - Attendance

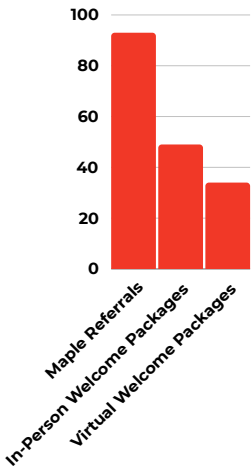


PROGRAMS

WELCOME CENTRE & DEPLOYMENT SUPPORT

We strive to connect with new CAF members and their families. This includes emails sent to incoming CAF members, welcome bags, welcome orientations, MFRCS Welcome event, sponsor a family, coffee talks, Cancer Support Group, Books and Beyond, and monthly crafts.

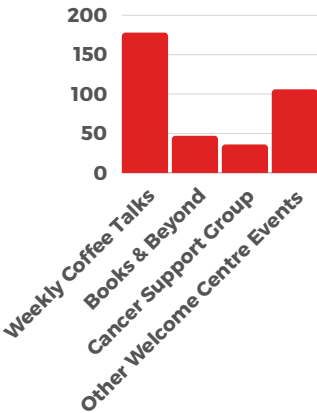
4 Wing MFRCS supported families that were separated from their loved ones during deployment with monthly warm line calls. A virtual deployment package was created for easier access during COVID to encourage less contact. Our parcel wrapping station remained open from June, 2020 to offer all the supplies needed for families to send parcels to their loved ones on deployment.



266

Welcome Centre Inquiries

Total Attendance



88

Welcome Event Attendance

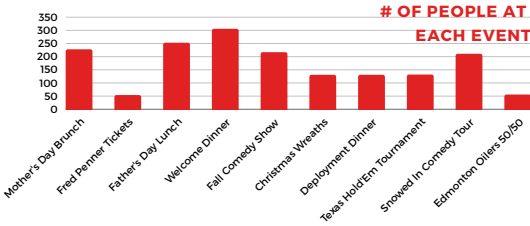
- Closed Mid-March to in-person connections and reopened in July.
- Online service provided between March and June.
- Virtual Welcome Packages started in May 2020
- Welcome Event changed to a virtual scavenger hunt that sent participants to other 4 Wing partner locations i.e. PSP, SISIP, Canex, CFHA and Padres, as well as MFRCS sponsor locations.
- Crafts nights moved to online group activities in December 2020.
- Crafts were suspended in January 2021 due to low attendance.
- Added Friday Night Coffee Time with virtual games.

SERVICES

MORALE BOOSTERS

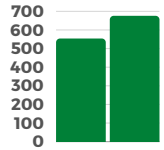
Morale Boosters provide the 4 Wing community activities to create community, learn about the MFRCS services, and improve morale on 4 Wing. These consist of family events, adult-only events, and family-focused events.

2019-20

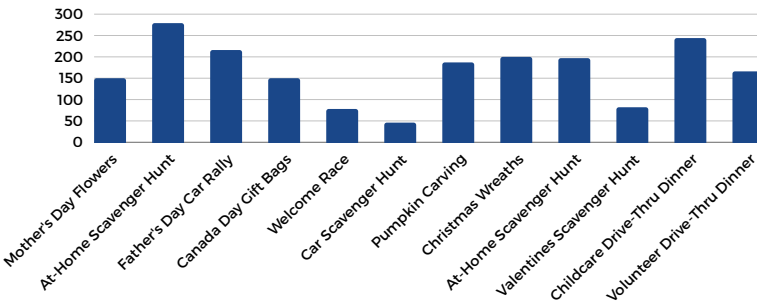


STORYTIME WITH SANTA ATTENDANCE

2019 VS 2020



2020-21 # OF PEOPLE AT EACH EVENT



1,227
FREE DINNERS

DRIVE-THRU CHRISTMAS DINNER

817
PEOPLE SERVED

HIGHLIGHTS

- We increased Morale Boosters from 11 to 14 over the last year.
- At Storytime with Santa we served more people than ever before at 676.
- We introduced a series of virtual activities and scavenger hunts that were very popular.
- There were 3 morale boosters in December of 2020 when no other community activities were planned.

PROGRAMS

CHILD CARE

All childcare programs closed mid-March due to Covid-19 and some started reopening mid-May (2020). Casual Care and After-hours Care were fully closed due to the Covid-19 restrictions.

- The Board of Directors approved keeping childcare staff employed throughout the shut down. That made reopening easier and created staff loyalty.
- Continual loss of staff to testing and isolation for Covid-19 and extra staffing was needed for cleaning and Cohort separation.

EARLY LEARNING CENTRE

** Closed March - May **

of Children
Attended

19
MAY
2020

40
JUNE
2020

56
JULY
2020

FULL
AUG - MAR
2020-2021

PRE-SCHOOL

** Closed March - September **

of Children
Attended

20
SEP
2020

20
OCT
2020

FULL
NOV - MAR
2020-2021

OUT OF SCHOOL CARE

** Closed March - May **

of Children
Attended

5
MAY
2020

23
JUN
2020

22
JUL
2020

25
AUG
2020

FULL
SEP - MAR
2020-2021

SERVICES

VOLUNTEERS

Volunteers work in a variety of areas including event setup and support, administration, Board of Directors, Childcare and furniture moving. From mid-March to mid-May, in-person volunteering was closed due to Covid-19 restrictions. At the end of May, volunteers started helping with Scavenger Hunts and Car Rally judging online. In September we started some in-person volunteering until it was suspended again in November.



VS



HIGHLIGHTS

- **April 27 & May 26** | 4 volunteers and 2 staff made 181 calls to MFRCS families, reaching out to ensure people were aware of available resources and programs.
- **May-August** | Online volunteer opportunities included Scavenger Hunts and Car Rally judging.
- **June** | 3 volunteers helped paint MFRCS Daycare
- **September - Mid-November** | Allowed for some in-person volunteering following strict Covid-19 protocols.
- **January & February** | Online volunteer opportunities included Scavenger Hunts

FAMILY CONNECTIONS PROGRAM



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.

7

**STRONGEST FAMILIES
REFERRALS**

56

**MFRCS COUNSELLING
CONTACTS**

46

**SUPPORTING
WELLNESS REFERRALS**

HIGHLIGHTS

- Contracted out counselling services.
- Increase in initial intakes with the FLO, referrals to Supporting Wellness and referrals to Strongest Families.
- Working with the Transition Centre on initiatives and supporting families through transitions.
- Co facilitated the MFRCS Cancer Support Group.



FACILITIES

We are very thankful for the facilities that are provided and maintained by 4 Wing Cold Lake. This year, with their assistance, we were able to make some significant improvements to the operations.

Due to Covid-19, the Daycare needed some upgrades, which included a new wall to separate rooms and cohorts of children. The 4 Wing RP Ops completed this task in record time so we could accommodate the Covid-19 restrictions.

With all the extra cleaning we also had piles of laundry that needed daily washing. We had one washer and one dryer. Again, with the help of 4 Wing Rp Ops, we now have two washers and three dryers. This was a significant improvement as we struggled to get the laundry done in normal times.

4 Wing Rp Ops also installed new blinds in the Daycare and in the Assembly Hall. This included black screens for the Daycare to help the children sleep.

4 Wing also supplied \$ 70,000 for new furnishings. Many of the furnishings in the Childcare spaces were worn out because of the constant cleaning through the Covid-19 pandemic. Now we have new furnishings throughout our Childcare facilities.

We also received the ownership of a Minivan through Cold Lake Chrysler. After two years of a free lease, they decided to give us the vehicle. Although it does not get many kilometres, it provides Childcare with a vehicle for weekly grocery shopping and event transportation.



PROGRAMMING FEEDBACK

SURVEY RESULTS

In March of 2021, a survey went out to our stakeholders and 273 people completed it:

42%
Military
Spouses

39%
Military
Members

8%
Civilians

4%
Defence
Team

7%
Veterans &
Family



Satisfaction

	2021	2020	Change	Total Respondents 2021
Childcare programming meets the needs of my family.	84.1%	87.1%	-3.0%	107
Youth programming meets my family's needs.	92.1%	95.2%	-3.1%	76
Education/Personal Development programming meets my family's needs.	90.6%	93.7%	-3.1%	117
Regular activities such as Meditation, Essential Oils, Paint Nights, Craft Nights meets my needs.	92.6%	91.3%	1.3%	162
Training workshops such as Mental Health First Aid, Suicide Prevention, Standard First Aid meet my needs.	96.6%	Not asked in 2020		147
Mental Health/Counselling Services meet my needs.	91.7%	84.9%	6.8%	96
Special Events (Morale Boosters) such as Story Time with Santa, Father's Day Lunch etc meet my needs.	97.1%	94.8%	2.3%	207
Volunteer Services meet my needs.	97.1%	97.0%	0.1%	103
Deployment Services meet my needs.	91.6%	93.5%	-1.9%	95
Transitioning and Welcome Services meet my needs.	88.8%	86.8%	2.0%	125
Maple Online Health Services meet my family needs.	92.5%	94.3%	-1.8%	107
The 4 Wing MFRCS has good customer service.	96.6%	97.5%	-0.9%	234
Employment Services meet my needs.	80.5%	83.9%	-3.4%	77
Second Language Services meet my needs.	85.9%	83.3%	2.6%	71
Communication and promotion of programming keeps me well informed.	95.6%	92.3%	3.2%	225
I would recommend 4 Wing MFRCS to my friends.	96.0%	96.8%	-0.8%	249

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



RATED BETWEEN 84% - 89%

- Child Care Programming
- Transition and Welcoming Services
- Second Language Training
- Employment Services

COMMUNITY FEEDBACK

“We were made to feel very welcome to our first posting, the baby shower event helped make up for having to cancel mine due to covid, the welcome race was fun and informative, and the morale events added bright points to the current situation.”

“They sent me a Christmas package on tour which made my entire Christmas. They have offered tons of advice and helped my family tremendously. They are always happy and willing to help. Truly the best MFRC I have seen during my countless postings and 16 years in military.”

“Any negative experience has been a direct result of Covid and no fault of the MFRCs staff. The MFRCs has been as accommodating as possible to the ever changing conditions. They have offered some amazing activities, learning and getting better with each one.”

“They have gone above and beyond to make events which are Covid approved. Have appreciated the commitment to keeping events going.”

“The MFRCs special events have made a huge positive impact on my family. With not having family or friends around due to Covid it we have something to look forward to that bring so much joy to my little ones.”

“Love this MFRC! Super helpful and lots of activities and includes single members, couples, and kids. Most MFRC's seem to focus only on kids so great to see you guys include everyone!!”



MARKETING & PROMOTION

With the constantly changing programs and services in the last year due to Covid-19, it has made it more important than ever to communicate to our families and stakeholders.

Instead of slowing down marketing efforts, we have ramped it up to increase exposure with our posters, email newsletters, digital sign ads, program guide, website content, social graphics and many other marketing methods. We have also started to provide our event posters in French.

The biggest highlight has been a new name and brand for 4 Wing MFRCS Childcare. The logo, brand, promotional materials and dedicated website have been in the works and will soon be LIVE!

Check it out: Firstflightschildcare.com

+1,013
3,642
Email Contacts

Total Average Per Month



MARKETING & PROMOTION

575
Facebook
Posts

27
Emails
Sent

320+
Programs &
Workshops



STAFF SUPPORTS

This last fiscal year was marked by the beginning of Covid-19 lockdowns and continual restriction changes throughout the year. The MFRCS with the support of the Board of Directors decided to keep all the staff employed whether full-time or part-time. This took significant financial pressure off staff and when we were able to come back to the MFRCS building, we were ready to do so.

Throughout the year, there were actions taken to appreciate the staff at some difficult times. The childcare staff ended up home many times because they had Covid-19 symptoms, or their children did. We recognize how difficult it has been and continues to be to manage through this Covid-19 pandemic.

The MFRCS was able to give a cost-of-living wage increase to the staff. We continue to support staff development.

Currently, we have a strong team of staff, ready to move forward!



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 for 2020-21 between \$50,000

- **MFSS Subsidy for OSC**

Sponsors for 2020-21 between \$25,000 - \$49,999

- **Canadian Natural Resources Limited**
- **Cenovus Energy**

Sponsors for 2020/21 between \$10,000 - \$24,999

- **Small/Medium Relaunch Grant**
- **True Patriot Love**
- **Tim Hortons Cold Lake**
- **Cold Lake Chrysler**
- **Lakeland Credit Union**

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

- **Eastlink**
- **AB Blue Cross Community Roots**

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

- **4 Wing Chaplains**
- **OSUM Oil Sands Corp**

Sponsors between \$500 - \$2,500

- **Commissionaires Northern AB**
- **HCol Andrew Abbott**
- **HCol Mike Bullis**
- **Michael Barker**







4 Wing
MFRCS
SCRFM
de la 4e Escadre

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