

Kaleo  Collective

# ANNUAL REPORT

## 2022





# FOUNDER'S MESSAGE



A mom recently shared with me – in a moment of heartfelt openness – that Kaleo Collective may have saved her life. One year ago, she was in the darkest place she'd ever known. "Kaleo was a lighthouse for me," she said. I think about that often. Finding a place to belong not only changes your perception, but it also changes your story – and ours is woven by many. Kaleo is a living collection of entwined histories, perspectives and experiences. Narratives continually interlace with others, criss-crossing together to create something bigger, stronger and more beautiful.

*This is how we connect, heal and grow.*

I've watched Kaleo evolve alongside our community of single moms, shifting to meet the needs of women where they are. By supporting this vulnerable population, by building connection and scaling strategies for their needs, we can be a beacon to many.

Throughout 2022, **more than 1,576 women and children were served** and began building their futures through programming and skill development – all of which was made possible by the generosity of our donors, supporters and community partners.

We introduced sought after mental health and wellness programs, celebrated our biggest year for Love You Mama, and we created new initiatives to fund our organization in a more responsible and sustainable way. These tremendous efforts marked a new chapter for Kaleo Collective, one that I'm excited to share with you.

**layna haley**

FOUNDER/EXECUTIVE DIRECTOR

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# THE BOARD CHAIR'S MESSAGE

Over the past year, we have made significant progress to serve and empower single mothers.

Our programming continues to expand and reach more women and children because of you, whether that has been through your time, your efforts or your generosity. Thank you. We have seen a significant increase in the number of single mothers who are seeking community and help, and we are proud to be able to support these families.



Through events like Love You Mama and Little Santas we were able to expand our reach into the community and raise awareness about the challenges faced by single mothers. We continue to partner with local businesses and organizations to host these two major events, giving back to these mamas in a tremendously loving way with efforts made possible by our generous donors and volunteers.

All of this is possible thanks to our Executive Director Layna Haley. Without her tireless efforts and continued loved pouring in, we would not have the glowing light that is Kaleo Collective.

Looking ahead, we remain committed to changing the lives of single mothers and their children, and we are excited to continue exploring new initiatives and partnerships to better serve our community. I want to express my sincere gratitude to our staff, volunteers, and donors for their unwavering support and dedication to our cause.

Thank you for being part of this community,

**sarah cresswell**

CHAIR, KALEO COLLECTIVE



# ABOUT US



Kaleo Collective is a safe, supportive community for single mothers who are determined to build a secure foundation for their lives and a positive future for their children. We build community, teach practical skills to create sustainable families and empower women to break unhealthy cycles.

Each year, Kaleo continues to grow with **2022 marking the largest increase to date: 1,576 women and children** taking part in programming, events and the Kaleo community at large. Since beginning in 2016, **nearly 4,000 women and children have joined Kaleo to connect, heal and grow.**

If a single mother is able to create new skills and build a strong foundation in her life, she changes not only the direction her future, but that of her children's.

## OUR VALUES

### BELONGING

Loving and accepting community where members are valued.

### RESPECT

Maintaining integrity in all communications and relationships.

### SERVICE

To oneself and others.

### ACCOUNTABILITY

Working as a collective to help one another achieve individual dreams and outcomes.

## OUR PURPOSE

To help single moms better their lives and, in turn, their children's lives.

## OUR MISSION

To build a community of empowered single moms by breaking the cycles of financial and emotional poverty through support and programming.

## OUR VISION

Single mothers and their children thriving in the community.



# CAMI'S STORY

I became a single mom abruptly when my daughter was seven months old, on the day my parental leave started. My husband at the time came home and announced the marriage was over. It was devastating to have no say in a life-changing decision. My situation went from a dual-income household to one where I was carrying a mortgage, car loan, student debt and all associated costs of being a parent. I experienced such an intense range of emotions – panic, fear, anxiety, depression, anger, hopelessness. I didn't think I would survive.

My amazing psychologist provided me with a few resources and Kaleo Collective was the only one I felt an immediate connection to. I was instantly hooked. I attended my first Single Mom Support Group call, became a mom leader group, and shortly after I took over running those weekly calls! Thanks to our beautiful community of moms – and to the vision of our fearless and beautiful leader Layna – I found my strength and a chosen family for me and my daughter.

I'm modelling for my daughter what it means to give back to a community, that it is okay to fall down so long as you get back up, and that sometimes what we think are going to be our greatest setbacks end up being the very moments in our lives that launch us to our next level. I am so grateful to have the opportunity to give back to our Kaleo Collective community and to wrap our moms in their kids in the same love that was shown to me when I first joined!





# KALEO CONNECTS

2022 unveiled the **Kaleo Connect Card** with 115 women signing up. Single moms were able to access year-long support through valued weekly support groups, psychological services, respite care and the ability to connect with other single mothers, one of the most powerful tools against isolation and poverty.

Children were given the opportunity to build friendships with other children from single-parent families, and participate in the beloved Little Santas and Love You Mama events.

## 2022 Programming Spotlight



### Kaleo Connect Events

Launched, September 2022, this new program combined elements of our two most popular offerings: The Single Mom Resource Course and Make It: Healing Through The Arts. This innovative new program included free childcare, giving mom a break while building her skill set and connecting with other single mothers.

**From September to December, we held our first six Kaleo Connect events with an impressive 87 women and 96 children participating.**



***“This is the only place I have found that actively supports us so we can access a more even playing field, especially for our children who deserve no less because of our circumstances.”***

***- Heather***



# KALEO CONNECTS

## THE SINGLE MOM RESOURCE COURSE

Our signature program continued to evolve alongside the women of the Kaleo community, shifting to become more accessible and more personalized for each mom's individual needs. In 2022, the course was offered both online and in-person, this time giving women the opportunity to select modules of interest and work at their own pace or delve into the entire course while forming connections with other single moms.

Throughout the year 178 women took part. 54 women attended the in-person sessions, while 124 women completed online modules for a total of 638 hours devoted to skill development.

**87.5% of participants 'Strongly Agreed', and the remaining 12.5% 'Agreed' that the Single Mom Resource Course was valuable and enriched their lives**

**87.5% reported an increase in their capability to take action and improve their lives**

**75% increased skills and knowledge of strategies for managing stress**

**75% felt they increased their budgeting skills**

**87.5% increased their ability to meal plan**

**87.5% gained an understanding of the benefits of regular journaling and mental health**

**62.5% reported an increase engaging in creative activities with their children**



# KALEO CONNECTS

## SINGLE MOM SUPPORT GROUP

Lead by Cami (read her story on page 4), an empowered Kaleo Mom Leader, The Single Mom Support Group welcomes members into a weekly virtual meet-up. Here women can rewrite chapters of their story by creating their own support network, developing new skills and learning ways to better manage life and single parenthood.

***"When I started showing up regularly, I found that I felt like I was a part of a community. It has become a safe space where I can connect with others who have been or are in a similar spot. I feel less alone, despite having an incredible support system, I was missing this."***

*- Tamara*

Meetings spotlight thought leaders, industry experts and inspiring single moms who happily give of their time. The weekly themes organized by Cami help women consider new ideas, teach new methods, make new friends and give new opportunities to be genuinely heard in a judgment-free environment. This past year averaged **10 women per session with an impressive 460 meeting logins throughout the year.**



Our community of women are all in different places of their journeys, but **together in the Single Mom Support Group, they have devoted a total of 34,500 hours to learning, connecting and skill development.**

**34,500**

***Each week is a learning opportunity with topics chosen to help us become better versions of ourselves - as women and moms to our little ones. I'm so incredibly grateful to be a part of this group and can't wait to see what the next year brings."***

*- Joyce*



# KALEO GROWS

## KALEO MOM LEADERS

As the women in our community connect, heal and grow, they often discover possibilities within themselves. For some it's through reclaiming a sense of self, for others it's by developing newfound confidence and strength. Within the Kaleo community, our own female leaders emerged and began a new journey of giving back and serving others. These inspiring, empowered women formed our first Mom Leadership Team, a group dedicated to supporting each other and sharing their gifts.

***"Kaleo has helped me grow in more ways than I ever could have imagined or dreamed. I have found my love for myself, my confidence and truly a place to belong."***

***- Lennea, Kaleo Mom Leader***



(left to right) Dorothy, Carrie, Christina, Lennea, Kat, Jenn, Layna & Cami

## MOM MEET UPS

Led by Lennea, these popular events bring together single mothers and their children in a welcoming, inclusive environment. Activities range from park playdates to group trips to Sylvan Lake, giving moms a fun break and allowing families to make new memories together. On a deeper level, these meet ups also foster a sense of community and pride, particularly for little ones who are able to connect with other children and see their own family dynamic reflected back.

## WALK & TALK/COFFEE & CHAT

Bringing moms together is Hayley's Walk & Talk (Coffee & Chat in the winter). Created as a casual, fun way to engage in conversation, these weekly events leave moms renewed and energized. Strong connections are formed and the women who participated in this judgment-free group say they leave feeling seen, heard and valued.

# KALEO HEALS

## MENTAL HEALTH SERVICES

Living in a poverty affects one third of single-parent households in Alberta and has been linked to increased risk for mental health challenges later in life. Despite the demand for psychological services, children and families face significant hurdles trying to access quality mental health care. In 2022, **Kaleo Collective made it a priority to expand our mental health offerings, creating an accessible and affordable option for single mothers and their children.**

***“Kaleo gives us a safe place to be raised up, not pushed down. That’s worth more than anyone can measure.”***

Partnering with registered psychologists and mental health practitioners, we launched four new therapeutic groups designed to address the needs of our moms:

**Grief Recovery** – an evidence-based program that allowed women to explore, uncover and heal losses with loving guidance.

**Coping with Anxiety** – in a safe group setting, woman learned various self-regulation skills and strategies to help manage anxiety.

**Narcissist Recovery** – this co-parenting focused program offered support and healing strategies for those recovering from narcissistic abuse.

**Circle of Security** – this 8-week program helped mothers form deeper connections and gain a better understanding of their children and their needs.

Throughout the year in this supportive group setting, 35 women completed over 56 hours of healing. That’s more than **500 impact hours** in this innovative, extensive approach to addressing mental health challenges among families in our community.

In addition to ongoing therapeutic groups, Kaleo also began offering one-on-one therapy subsidy for moms who met the program requirements. In total for our first year, we **sponsored 55 hours of individual therapy** for nine women and two children who were able to begin their steps to healing. By removing the barriers of cost and access, we’re able to help create better outcomes for these families that will span a lifetime.



# ORGANIZATIONAL SUSTAINABILITY

## A NEW STRATEGY IN NONPROFIT FUNDING

How do we not only build sustainable families, but become a sustain organization ourselves? The Kaleo Board of Directors decided to test removing traditional fundraising efforts in favour of focusing on donor-centric strategies for 2022. Kaleo was able to cultivate meaningful relationships with foundations that serve women and children, deepen relationships with donors and strengthen bonds with community leaders. The results for the first year were promising. **Without hosting a single fundraising event, Kaleo was able to raise \$167,165 and save nearly \$20,000 in associated costs.**

This new approach to raising funds marked a significant shift in our thinking around revenue generation. We want to continue to pursue a sustainable business model that will allow Kaleo to help strengthen our future generations for years to come.



# VOLUNTEERS

At the heart of Kaleo is the kindness and generosity of our volunteers. Each year, hundreds of helpers, both new and long-term, devote their time and efforts to single moms and their children.

While Kaleo shifted to focus on partnership building over traditional fundraising methods, our volunteer base continued to grow (even after doubling the previous year). With less demand on volunteer time throughout the year, Love You Mama and Little Santas, our signature holiday events, were able to gain an increase in community support to accommodate the extra hours needed to facilitate the events.

**Kaleo's large core base of single moms continued to give back, choosing to donate their time helping others in their own community.** Within that group were four women who have since moved into paid roles with Kaleo.



**MORE THAN 1,300  
HOURS VOLUNTEERED!**



**177 VOLUNTEERS**



# KALEO EVENTS

## *Little Santas* Help a child give a gift.

Kaleo Collective  
kaleocollective.ca



Hundreds of kids from single-parent homes in Edmonton and area learned the classic Christmas lesson that it's better to give than to receive. Kaleo Collective's holiday event Little Santas let little ones to give a gift to their moms or dads on Christmas morning. **It's a small act that has a big impact.**

During the holidays, single parents often sacrifice to make sure their children have a merry Christmas. With the rising price of groceries, gas and goods, that could be felt even more. Little Santas removed that barrier and allowed kids to be the ones behind a special memory without any cost to mom or dad.

Our registration numbers held strong comparable to last year's tremendous growth with **496 children taking part.**

**Donations increased slightly from \$25,000 to \$28,000, with many donors noting this as their new holiday tradition.**

**"My heart is so full - it was so beautiful. My child is chattering about having a gift for me, and I got to feel the true love of Christmas. Thank you, thank you, thank you!" - Alice**







## LOVE YOU MAMA

After an unprecedented increase in numbers, **nearly five times last year, 425 children** from single-mom homes had the chance to surprise their moms on Mother's Day. On May 7, Kaleo Collective opened a no-charge flower shop in Londonderry Mall where little ones created a custom bouquet and picked out a gift to give their moms on Mother's Day. This is a one-of-a-kind event that mothers, children and donors come out for year after year.

### WHAT MOMS SAY

*"It gives them an opportunity to do something that I might not be able to offer them otherwise. It teaches them compassion, empathy, and appreciation"*

- Teena

### WHAT KIDS SAY

*"I thought it was fun! Because I really love my mom. I love how much she loves me and that she takes me places like this."*

- Jamie

## KALEO KIDS CONNECT

A summer camp pilot program, Kaleo Kids Connect was designed to create a sense of community for children from single-mom homes to foster confidence and form lasting friendships - all while giving single moms a break with free, accessible childcare.

Over the course of the summer, an **average of 20 campers attended every week for a total of 172 opportunities to connect kids from single-parent families**. While not sustainable long-term, the powerful outcomes from this program have laid the foundation for a new approach in 2023, one that is less reliant on resources and more focused on a whole-family approach for both children and their moms.



Kaleo Camper, Devyn

Devyn is a spunky five-year-old who loves to dance, play with Barbies and laugh with her brother and sister. Devyn lives with Oligoarticular Idiopathic Juvenile Arthritis, an autoimmune disease that causes painfully stiff and inflamed joints.

Despite being in near-constant pain, Devyn was one of our most regular campers this summer. Her mom, Tanis, noticed a positive change in her baby girl who usually has a hard time in the mornings due to stiff joints causing her body to take longer to warm up. "Devyn has been waking up every morning asking, 'mom do we have camp today?'" She absolutely adores all the new friends she's made over the course of the summer."

# MEDIA



## IN THE NEWS

Kaleo continued to maintain a strong media presence for a smaller charity with an impressive **20+ stories across Canada**. This year marked record coverage for Love You Mama, along with consistently strong coverage for Little Santas. Additional support from local influencers and businesses also helped increase Kaleo's reach.

CTV Edmonton, Global Edmonton, CBC, The Edmonton Sun, The Edmonton Journal and the St. Albert Gazette consistently covered Kaleo events and stories throughout the year.

## WEBSITE STATISTICS: 2022

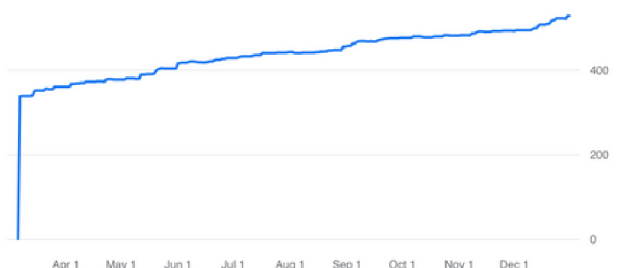
Country	Users	% Users
1. 🇨🇦 Canada	6,968	79.37%
2. 🇺🇸 United States	685	7.80%
3. 🇨🇳 China	88	1.00%
4. 🇬🇧 United Kingdom	57	0.65%
5. 🇮🇳 India	56	0.64%



## THE SINGLE MOM SISTERHOOD FACEBOOK GROUP

A valued resource for many women, Kaleo Collective's Facebook group for single moms is often the first point of entry into the community. Here single mothers can easily connect, engage, inquire and encourage in a safe and supportive online environment. Moderated and maintained by a group of Mom Leaders, **this interactive community continues to show high engagement and impressive growth year over year, nearly doubling to 528 members in 2022.**

528 total members ⓘ  
Dec 31, 2022



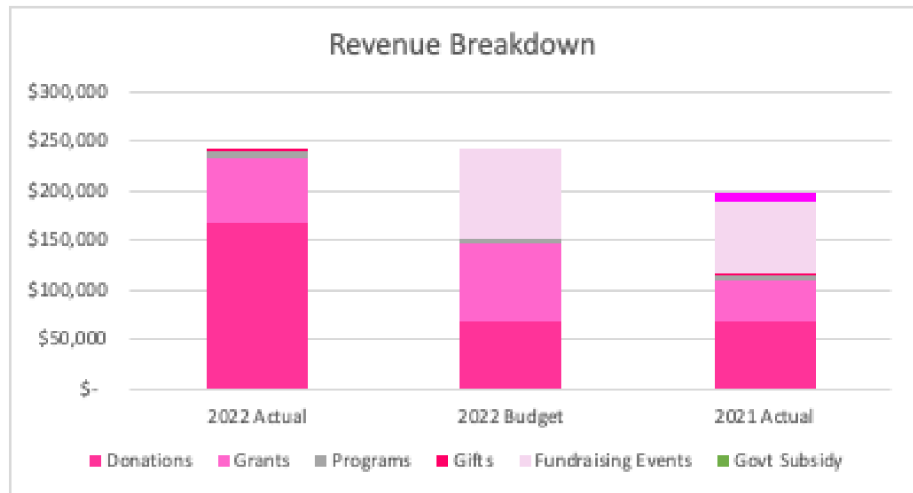
Active members ⓘ  
Mar 6, 2022 - Dec 31, 2022



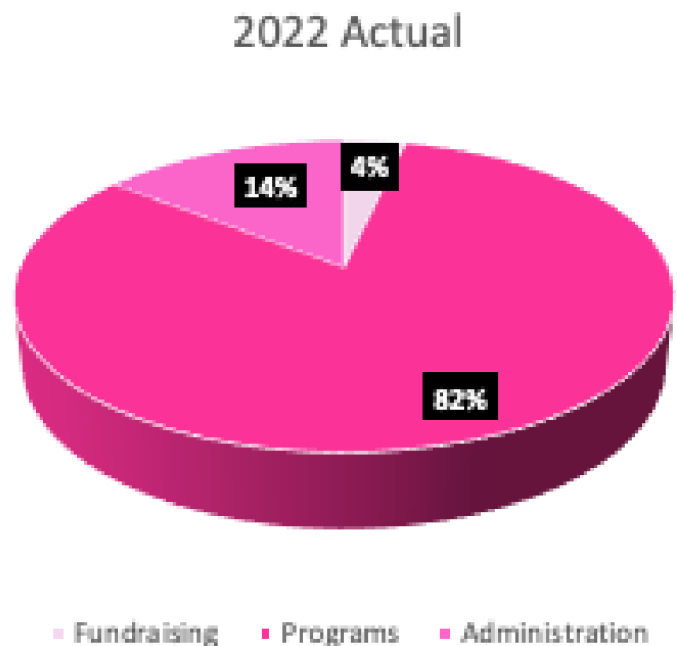


# 2022 FINANCIALS

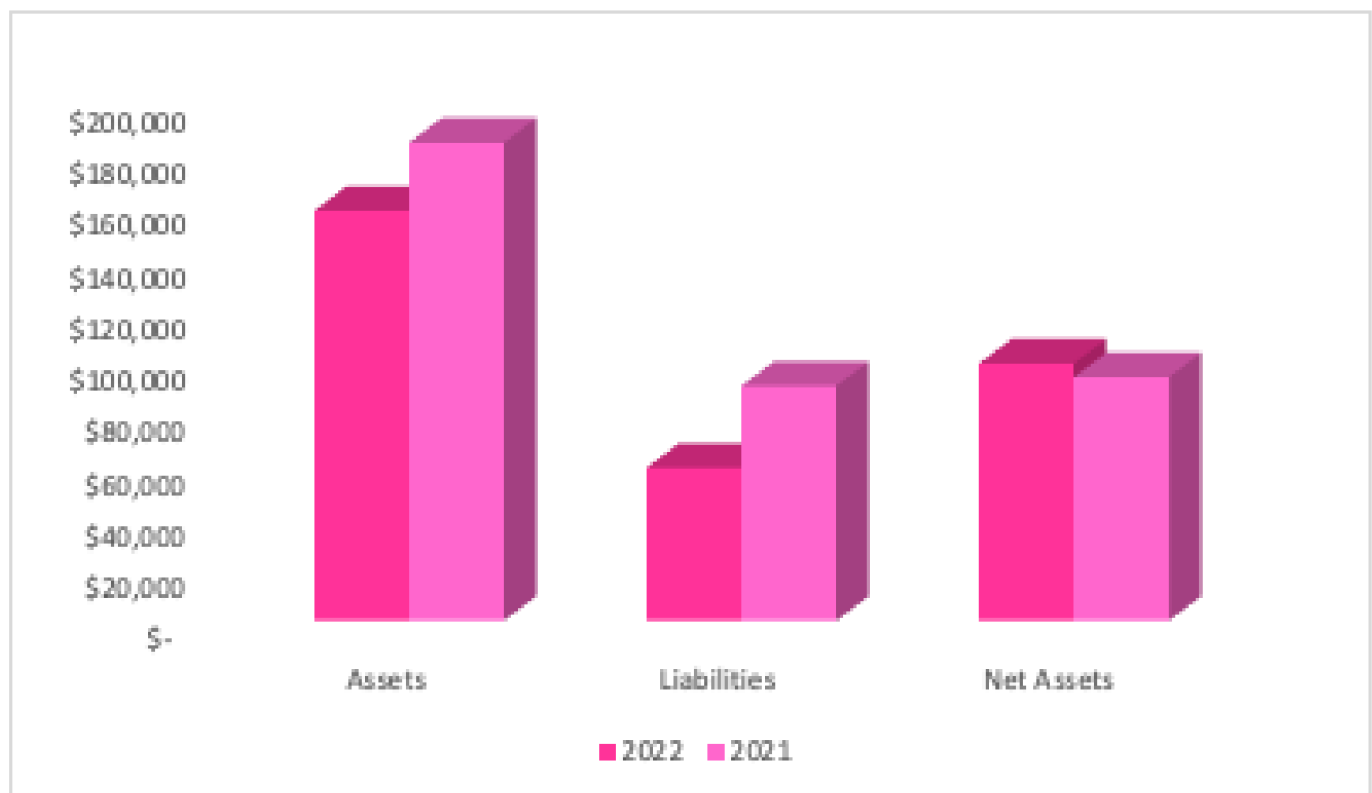
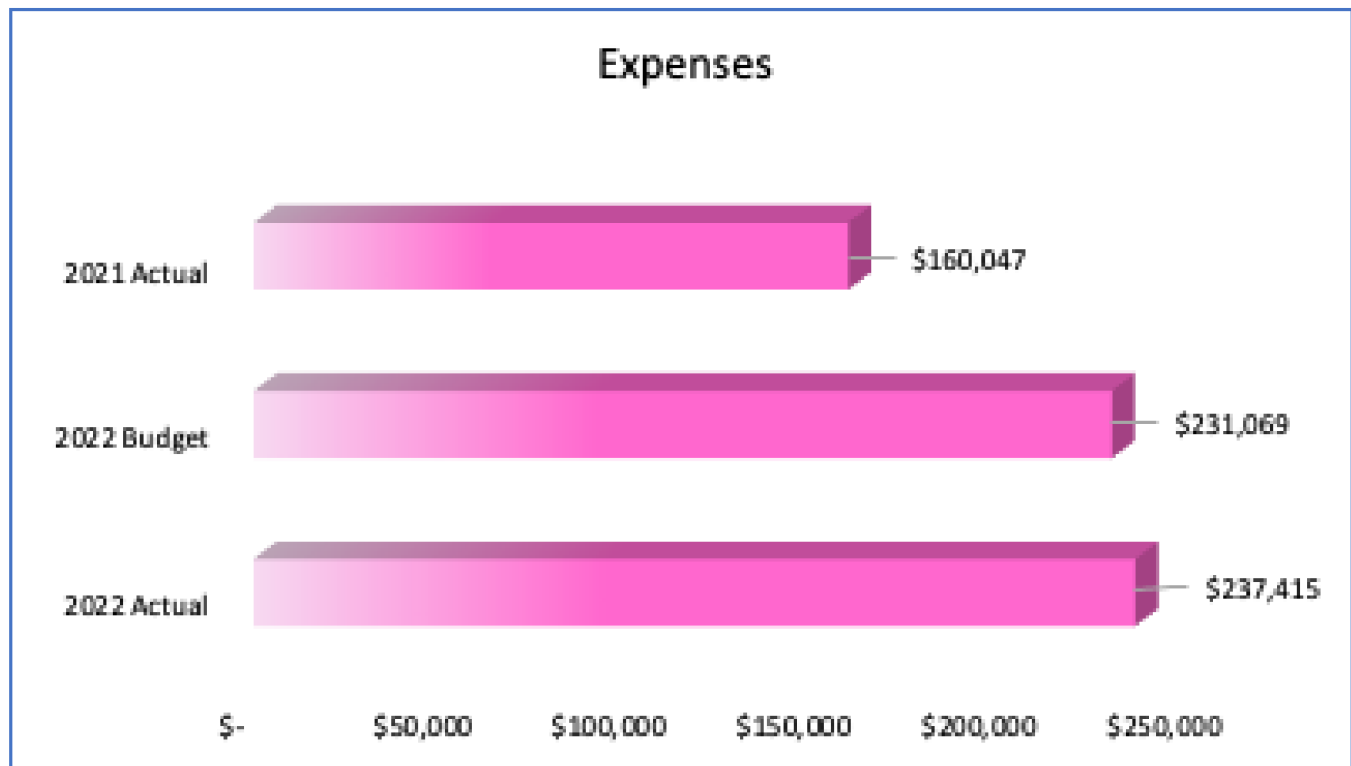
Revenue		
	2022 Actual	2021 Actual
Donations	\$167,165	\$68,105
Grants	\$65,898	\$40,450
Programs	\$5,703	\$5,758
Gifts	\$3,883	\$3,105
Fundraising Events	\$ -	\$71,567
Govt Subsidy	\$ -	\$10,000
<b>TOTAL:</b>	<b>\$242,649</b>	<b>\$198,985</b>



Expense Breakdown		
	2022 Actual	2021 Actual
Fundraising	\$8,551	\$28,114
Programs	\$194,485	\$114,067
Admin	\$34,379	\$17,866
<b>TOTAL:</b>	<b>\$237,415</b>	<b>\$160,047</b>



# 2022 FINANCIALS





# 2022 FINANCIALS

## 2022 Financials

		2022	2021
<b>Cash from Operations</b>	<i>Net Income</i>	\$ 5,234	\$ 38,938
Non cash items:	<i>Amortization</i>	1,072	1,039
Change in working capital:	<i>Receivables</i>	(1,718)	7
	<i>Payables</i>	6,055	(729)
	<i>Prepaids</i>	(4,795)	2,396
	<i>Purchase of capital</i>	(4,184)	-
		<b>\$ 1,664</b>	<b>\$ 41,651</b>
<b>Cash from Investors</b>	<i>GOA Deferred</i>	<b>\$ (37,500)</b>	<b>\$ 43,750</b>
<b>Cash from Financing</b>	<i>Fed Gov't Subsidy</i>	<b>\$ -</b>	<b>\$ 10,000</b>
(Decrease) Increase in Cash		\$ (35,836)	\$ 95,401
Opening Cash		\$ 180,101	\$ 84,700
Closing Cash		<u>\$ 144,265</u>	<u>\$ 180,101</u>

\*See Attached Full Financial Report