



# ANNUAL REPORT 2020



Gwynney and her mom Stacey

# FOUNDER'S MESSAGE

**Home is where the heart is** - this has so many meanings here at Kaleo. A single mom creates a home for her family, but home is also where you feel you belong. The heart in our logo symbolizes that notion - it's an open invitation for every single mom searching for her place. Kaleo is a key to a new home and a new future.

We help women access their courage, we help them build community and we help them to dream and discover possibilities they might never have come across on their own. When you do that as a group of women supporting women, amazing things happen.

In a year of uncertainty and strain, Kaleo saw growth and increased community support. Our charity shifted very quickly to online programming, a change that was done with some initial trepidation. But those concerns quickly disappeared. Our social media community grew by 483%, from less than 50 active moms to nearly 175. Our weekly Single Mom Support Group - now meeting via Zoom - tripled in attendance. We welcomed women around the world from places like Los Angeles, New York and Mexico who couldn't find a group like ours locally. The community recognized the unique role we play in women's lives with new partners joining us and both the provincial and federal government granting funding that will help solidify programming for another two years.

We want to see every single mom and her children flourish, we want to bring community together and we want our supporters to know they have made a difference. No matter where you are on your journey - as a single mom or a supporter - you have a home at Kaleo. You belong here.

With deep gratitude,

**layna haley**

FOUNDER/EXECUTIVE DIRECTOR





# THE BOARD CHAIR'S MESSAGE

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On behalf of the Board of Directors, it has been a privilege to serve Kaleo Collective through a truly dynamic year.

2020 thrust our world, big and small, into unprecedented times. Although it was a trying year for most, Kaleo Collective saw many tremendous changes and growth this past year. The continued hard work and support of our circle of supporters played a pivotal role in helping us through this shift. To the Kaleo team, our volunteers, donors, members and valued community partners: thank you for making this a year of success.

It never ceases to astonish me when I look back at the progress forged by our President. Layna's passion for serving single moms and their families is at the core of everything she does. It's a vision brought to life through the women who are a part of our community, through the cycles that are broken and through the new paths created for their children.

The Board of Directors is proud to be a part of this ever-growing family. We are excited to see what the future holds for Kaleo Collective and the many lives it will continue to impact for generations.

Thank you for joining us on this journey,

**sarah cresswell**

CHAIR, KALEO COLLECTIVE



# ABOUT US

Helping Single Moms Thrive. Together.

We open our hearts and our doors to every single mom and her children.

Kaleo Collective supports single mothers to build strong, sustainable families. Through our programming, courses and community, women develop a new sense of confidence, discover friendships and gain the knowledge needed to make lasting, positive changes.

Since 2016, we have been empowering single moms to drive positive change. When we believe in women and their potential, we create a ripple effect that raises up families, communities and entire countries.

## 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

To create healthy, sustainable families.



# KELLA'S STORY



I had my daughter Gracie at a very young age and didn't know many others who had kids. I felt like I was alone for a long time.

Then I found Kaleo Collective. I not only got to know other moms and their children, I joined a new community of women who empower and support each other. I believe the friendships I've made and the tools I've gained have brought me to where I am today.

The Single Mom Resource Course taught me everything from time management to meal prep, but really the program helps women learn to be better moms and feel more confident. When I took the course, Jamie Sale helped me put together a vision board and pushed me to put feeling behind it: to really visualize what I wanted. I remember so clearly the example she gave of a single mom in a very similar situation as me – she went from renting to owning. That was the first time where the light clicked: if another single mom could do it, I could do it. That story really empowered me to take those steps. Kaleo gave me the skills to make it happen. My vision is now my reality.

What this community has done for me so far is show me that there are so many women out there just like me. I'm not alone. There is always a home for me here at Kaleo.

# PROGRAMS & SERVICES



Kaleo Collective welcomes all single mothers who want to be a part of our community, and we are deeply committed to serving them and their children. In just a few years, we have grown to help more than 1000 women and kids change their lives for the better. We provide a safe, supportive environment that teaches practical life skills to create positive habits, break unhealthy cycles and open doors to personal and career development opportunities.

## 2020 Programming

Navigating through a pandemic, Kaleo successfully launched three new programs:



### **MAKE IT!**

This pilot project was aimed at bringing families together through art. Over the year, we held four events with 30 women and 10 children participating.

### **MEALS FOR MAMA**

This unique programs gives moms a free meal from Central Social Hall and time to bond together as a family. Meals For Mama quickly became an in-demand program, filling up every month it was offered.



### **GET OUT OF YOUR OWN WAY**

Led by a living success story, Kaleo Mom Noel Murdoch gives women the insight, confidence and skills to navigate a new path. In its first offering, this new course sold out and has become a mainstay of Kaleo programming.



# PROGRAMS & SERVICES

## THE SINGLE MOM RESOURCE COURSE



Kaleo's quick switch to offering the course online allowed for tremendous growth and expanded reach. In 2019 we put 25 women in the Edmonton area through the program. In 2020, that number **more than doubled**, growing to 53 moms from around the globe. The ease of online delivery opened Kaleo's doors to a new group of women who have become a part of this growing community. The program's results continue to show incredible value for those who participate.

**95% FELT THEY INCREASED THEIR ABILITY TO TIME MANAGE EFFECTIVELY**

**97% FELT THEY STRENGTHEN THEIR BUDGETING SKILLS SIGNIFICANTLY**

**94% FELT MORE CAPABLE TO MEAL PLAN ON A REGULAR BASIS**

**71% ENGAGED MORE WITH THEIR CHILDREN AFTER THE COURSE**

## THE GRIEF & TRAUMA HEALING CENTRE

October of 2020 was the start of a beautiful partnership with The Grief & Trauma Healing Centre. Our focus is on empowering the whole woman, and this new partnership with a team of registered psychologists provided the tools to help our moms on the pathway to healing.

Led by Ashley Mielke B.A., M.Sc.MFT, The Grief & Trauma Healing Centre has generously provided specialized group programs at a rate that removes any cost barriers for our moms, as well as a sliding scale for individual therapy sessions.

The first offering, Helping Children Cope with Loss, sold out with moms citing the learnings as life-changing.



Sherri and her son Jack

"This program not only helped me to better process grief and loss, it has changed how I parent. I feel more connected to my son and more prepared for the challenges he will face."

# PROGRAMS & SERVICES

## SINGLE MOM SUPPORT GROUP

Built on belonging, this weekly meet-up discusses topics relevant to the journey of a single mom. Here women create their own support network, develop new skills and learn ways to make life easier. But the greater impact is how this community helps single moms on their mission to living a life they love and helping their children do the same.

2020 marked the start of our weekly support group in a virtual setting. This major change in delivery was widely embraced by the moms with many applauding the ease of meeting online. While participant numbers vary week to week, we saw our core group of moms strengthen and those numbers triple. What began as roughly five core moms per week is now up to 15 and continues to grow.



In 2020, Kaleo experienced its **largest growth year** with 685 women and children taking part in programming, events and the Kaleo community. Since beginning in 2016, more than 1,000 women and children have joined Kaleo, strengthening their families and the community.



“When you look back on where you started to where you are now, you're going to want to hug yourself and pat on yourself on the back. This journey, as tough as it is, gets easier because you have that support group behind you. I don't think I'd be where I am today if I had to walk that journey alone.” -Angela, mom of Cianna & Chloe





# FUNDRAISING

## BEGIN AGAIN

Themed Begin Again, Kaleo Collective's first annual fundraiser, drew from the shaking feelings, uncertainty and fear created by covid that we were all experiencing – the same feelings a single mom faces every day outside of a pandemic.

On May 28th, Kaleo hosted one of the city's first physically distanced fundraisers. Over 30 households took part in an evening of hope and inspiration to help families in need – all from the comfort of their homes!

The fundraising event featured renowned painters Giselle Denis and Lewis Lavoie, a live auction, musical performances and more.



**MORE THAN 30  
HOUSEHOLDS ATTENDED**



**OVER \$13,000 RAISED**

# IN THE COMMUNITY



## LOVE YOU MAMA

The 5th Annual Mother's Day event provided moms a care package with a meal, a gift certificate, and a little something their child selected from our Love You Mama Shop (covid safe). Love You Mama continues to be our most popular event. In 2020, all 50 spots were filled in just 3 hours.

Giving a gift is a powerful act that helps kids grow into kind, compassionate and empathetic adults.



## LITTLE SANTAS

Kaleo Collective's new holiday event, Little Santas, helped children from single-mom homes to experience the true meaning of Christmas. On December 12th, Kaleo opened a no-charge, Covid-safe "shop" where only kids were allowed. More than 50 moms and 100 little ones joined us that day, where each child picked out a gift to give their mom on Christmas morning.





# REACHING OUT

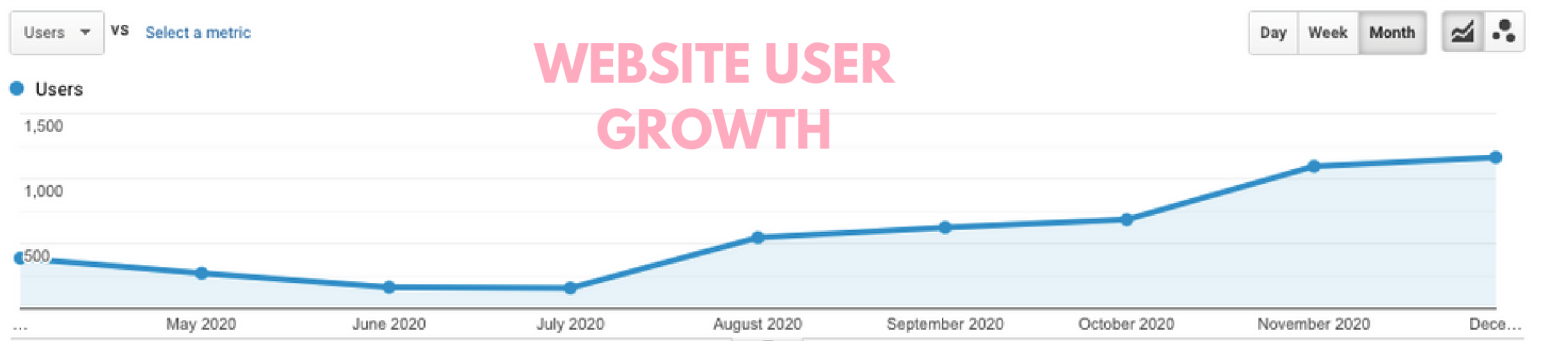


## IN THE NEWS

Over the past year, Kaleo was featured in an impressive **27 news stories** across Canada in print, radio and television, with major coverage devoted to Love You Mama and Little Santas.

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

## DIGITAL STATISTICS



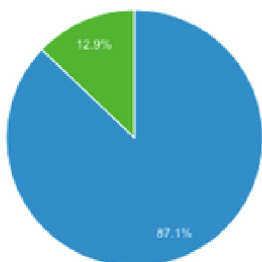
Please note: website data begins April 1, 2020.

**4,870**  
**WEBSTE USERS**

**20,566**  
**WEBSITE PAGE VIEWS**

**FACEBOOK REACH OF**  
**113,676**

New Visitor Returning Visitor



# 2020 FINANCIALS

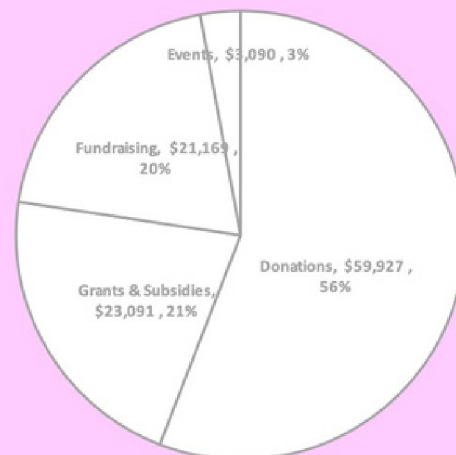
## Financial Highlights Year ended October 31, 2020 *in thousands of dollars*

### Revenue

Donations	\$ 59,927
Grants & Subsidies	\$ 23,091
Fundraising	\$ 21,169
Events	\$ 3,090
<b>TOTAL</b>	<b><u>\$ 107,277</u></b>

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### REVENUE BY CATEGORY

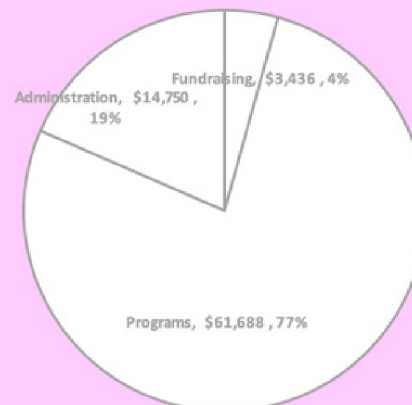


### Expenses

Fundraising	\$ 3,436
Programs	\$ 61,688
Administration	\$ 14,750
<b>TOTAL</b>	<b><u>\$ 79,874</u></b>

79,874

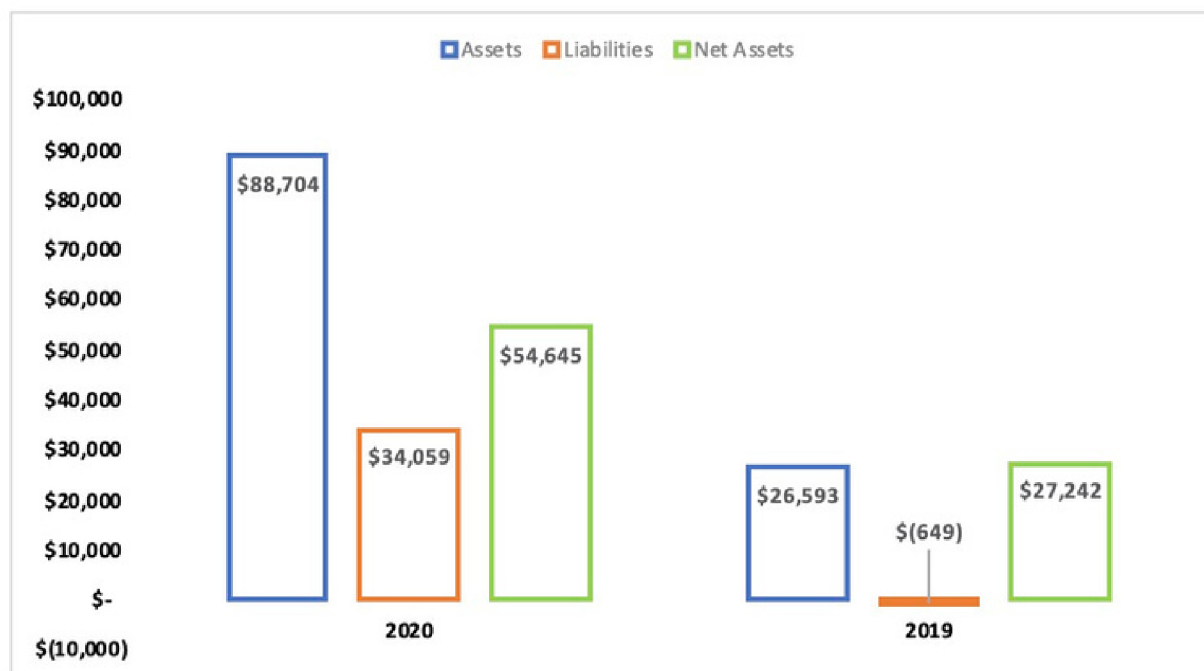
### EXPENDITURES BY CATEGORY





# 2020 FINANCIALS

	2020	2019
Assets	\$ 88,704	\$ 26,593
Liabilities	\$ 34,059	\$ (649)
Net Assets	\$ 54,645	\$ 27,242



Kaleo is proud to report another year of strong financial performance largely due to the commitment and generosity of our amazing supporters.

We remain focused on responsible fiscal stewardship to ensure sustainability and high-quality program delivery for every single mom we work with.

\*See Appendix for full report