

Kaleo  Collective

ANNUAL REPORT 2021



Kaleo Mom Shanelle and her children

FOUNDER'S MESSAGE

There is an undeniable power in community. Something special happens when women come together. It's a sisterhood that unites us to lift up those who need it the most, to hear the voices of those who have felt silenced, and to empower them to find their strength. This past year, our community of single mothers rose to the challenges of another pandemic year and forged new paths with inspiring resilience.

Within the Kaleo community, our own female leaders whether at home, at work or in life began to emerge. These women discovered possibilities within themselves and stepped to the forefront, helping to strengthen Kaleo as a whole. Throughout 2021, **more than 1,184 women and children were served. Our Kaleo moms devoted 2,125 hours to building their futures through programming and skill development** – all of which was made possible by the generosity of our donors, supporters and community partners.

When women lead, they bring transformative changes to not only their own lives and their children's lives, but to entire communities. This inclusive female leadership is the key to creating sustainable families and to creating a ripple effect of lasting change. The power of positive role modelling is vital, and for children, seeing the successes of their mothers is life changing.

Our community, our city, our country was built by strong women, and we continue to see those leaders grow and flourish. **Together women rise.**

layna haley

FOUNDER/EXECUTIVE DIRECTOR



THE BOARD CHAIR'S MESSAGE



It is my privilege to serve Kaleo Collective as the Board Chair. This role that has afforded me the opportunity to work alongside a tremendous board as we journey together, supporting single moms and their families, across Alberta and beyond.

This year celebrates how women rise together. Those are the most inspiring moments throughout time: when we can reach into each other's lives and affect positive change.

Thank you to our staff, volunteers, members and donors as we continue to raise each other up. With the support you have shown this past year we have grown in exponential ways. Through the growth of our membership and donors we were able to provide support to even more moms and children this year. Through diverse fund development and a clear communication strategy, our Executive Director was able to see increases with money raised, volunteer hours increased and number of clients to whom services were provided.

This is why Kaleo Collective does the work it does, and why each day is a blessing. I am continually inspired and humbled by the women who rise up in their homes and communities.

Thank you for joining us on this journey,

sarah cresswell

CHAIR, KALEO COLLECTIVE

ABOUT US

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 and entire communities.

OUR VALUES

BELONGING

Loving and accepting community where newcomers are welcomed and 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

To create healthy, sustainable families.

CHRISTINA'S STORY



When I first found myself pregnant as a young woman, I was nervous about raising another human. Then another challenge hit when my youngest was still in diapers and I became a single mom.

What followed after having my second daughter, was a deep, dark, post-partum depression that I didn't know how to address. I was trying to keep my world afloat and raise my daughters the best way I knew how, but my corner felt empty. I felt alone. Even after I reached out for help and did the work, I felt myself slipping back. Then I discovered a lifeline: Kaleo.

I always say I wish I had found Kaleo sooner. This village of women is so empowering and welcoming. I knew I wanted to do more to help Kaleo Collective, so I started volunteering my time, raising donations, befriending other moms. I helped whenever it was needed and I soon became a shoulder for many other women who needed love and support.

Through Kaleo, I met one of my very closest friends. Together we created the Single Parent Podcast, a platform for all single parents to get advice, hear stories, attain resources and be a part of a community. This experience has shown me that my losses are a part of a journey that so many single parents share.

All of this has been possible thanks to Kaleo. Ultimately, I want to see other single parents get help sooner rather than later. I want them to find their community. We truly are all in this together.



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 2021, these women spent 2,125 hours in Kaleo programming.** In just a few years, we have grown to **help more than 2,000 women and kids** from St. Albert and beyond. 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.

2021 Programming Spotlight



MAKE IT!

In its second year, this mom-favourite program helped bring families together through art. This year also welcomed 26 kids into a special painting class with renowned artist Lewis Lavoie. Made possible by donations, this rare opportunity allowed little ones to explore their creative side and make a gift for mom.

Over the year, we held three events with **120** women and children participating.

MEALS FOR MAMA

This unique program gives moms a free meal from Central Social Hall and time to bond together as a family. Now in its second year, Meals For Mama is an in-demand program, filling up every month offered.



LAUNCH YOUR LIFE

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 now become a signature offering of Kaleo programming.



PROGRAMS & SERVICES

THE SINGLE MOM RESOURCE COURSE

Navigating through a another pandemic year, Kaleo had both online and in-person offerings in 2021, with continued impressive growth and expanded reach. Despite changing covid-19 regulations and challenges, 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 women who participate. In total for 2021, these women devoted **522 hours of skill development** in the course.

100% OF WOMEN REPORTED THAT SINGLE MOM RESOURCE COURSE ADDED VALUE TO THEIR LIVES

83% reported an increase in their capability to take action on improving their lives

75% reported an increase in their time management skills

77% reported an increase in their budgeting skills

81% reported an increased awareness between the connection of mental and physical wellbeing

96% reported increased skills and knowledge of strategies for managing stress

78% increased their confidence in the steps need to vision the future they want for themselves



"The Single Mom Resource Course gives us moms so much insight and knowledge on how to manage our new lives and become stronger in the process."- Amanda K.

PROGRAMS & SERVICES

SINGLE MOM SUPPORT GROUP

With belonging at its core, the single mom support group welcomes all women into this weekly meet-up to discuss 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 to help their children do the same.

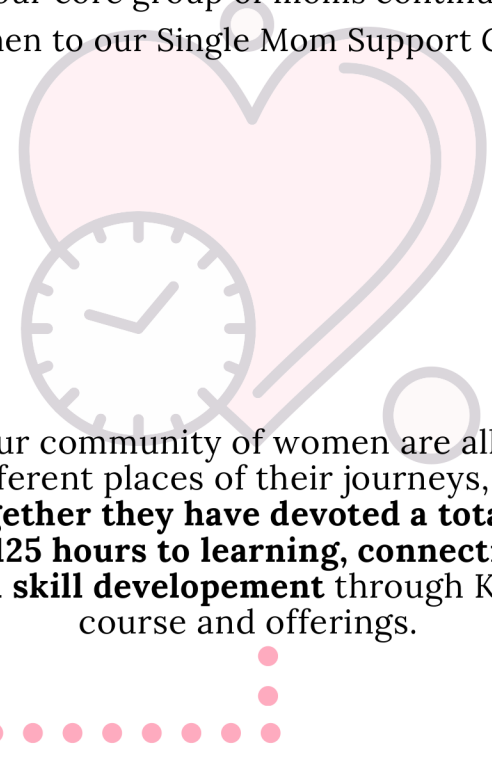
**"I FINALLY FEEL LIKE I HAVE A SPACE WHERE OTHERS WILL UNDERSTAND" ♥
- KASSANDRA M.**

Meetings now spotlight a local mom, giving her the opportunity to share her story. Ranging from business owners to personal success stories, each featured woman has become a leader in her own right, rising up within the Kaleo community to a place where her story inspires others. Participant numbers vary week to week, while our core group of moms continues to grow. This past year, we welcomed more than **125** women to our Single Mom Support Group.



1,184

Building on the tremendous success of last year, Kaleo experienced its **largest growth year in 2021** with 1,184 women and children taking part in programming, events and the Kaleo community. Since beginning in 2016, more than 2,000 women and children have joined Kaleo, strengthening their families and the community.



Our community of women are all in different places of their journeys, but **together they have devoted a total of 2,125 hours to learning, connecting and skill development** through Kaleo course and offerings.

"SEEING OTHERS GETTING THROUGH THIS, SEEING ALL OF THE ENCOURAGEMENT AND SUPPORT OFFERED GIVES ME A SENSE THAT I WILL ALSO GET THROUGH THIS. THERE IS SUPPORT AVAILABLE. I AM NOT ALONE."

- MIRANDA H.

PROGRAMS & SERVICES

THE GRIEF & TRAUMA HEALING CENTRE

2021 continued our strong partnership with The Grief & Trauma Healing Centre. Kaleo's 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 reduces cost barriers for our moms, as well as a sliding scale for individual therapy sessions.

"KALEO HAS HELPED ME THROUGH THE DARKEST TIMES IN MY LIFE. CURRENTLY I AM GOING THROUGH ANOTHER DIFFICULT TIME. KALEO HELPED FUND A WORKSHOP WITH THE GRIEF AND TRAUMA HEALING CENTRE. IT HELPED SHINE SOME LIGHT IN THAT WAS REALLY NEEDED."



FUNDRAISING

One Starry Night

Hosted by Danny Hooper



Themed One Starry Night, Kaleo Collective's 2nd annual fundraiser, hosted by Danny Hooper and Layna Haley, drew from the idea that it takes many stars to light up the night sky. Despite the shaking feelings, the uncertainty and the fear, a guiding light will lead us out of the darkness.

On April 17th, Kaleo's annual fundraising event grew exponentially with **donations increasing by an astounding 400% and attendance by more than 300%.**

This overwhelming support from community supporters secured programming and special outreach for our clients, including the first Kids Make It art class with Lewis Lavoie!

With fundraising goals surpassed that night, the community lit up the night for those who needed it most and are often overlooked.



**MORE THAN 125
HOUSEHOLDS ATTENDED!**



OVER \$65,000 RAISED!

KALEO EVENTS

Little Santas Help a child give a gift.

Kaleo  Collective
kaleocollective.ca



In its second year, Kaleo Collective's holiday event, Little Santas, helped children from all single-parent homes experience the true meaning of Christmas. On December 11th, Kaleo opened a no-charge, Covid-safe “shop” where only kids were allowed to pick out a gift for their mom or dad. Thanks to overwhelming support, we were able to transform 500 children into Little Santas! Together, we were able to help children experience the magic, joy and dignity that comes with giving with a gift they wouldn't normally get to give.

Now a signature event for Kaleo Collective, Little Santas proved to be an in-demand with both single moms and (new this year) dads. Our registration numbers exploded by 400%, **growing from 100 to 500 kids in a single year with donations increasing from \$5,000 to \$25,000!**

“It makes me feel happy because I get to do something for my mom because my mom does a lot for me,” nine-year-old Cianna K.




KALEO EVENTS



LOVE YOU MAMA

The 7th Annual Mother's Day event provided moms a care package with a meal, flowers and a little something their child selected from our Love You Mama Shop (covid safe). Love You Mama continues to be one of our most popular event. In 2021, **57 spots were filled with 117 children being able to surprise their moms with a gift they chose from the heart.**



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



UNBIRTHDAY PARTY

Kaleo Collective's newest event, the Unbirthday Party, celebrates every mother and child in one fun-filled day! More than 220 moms and little ones joined us for a successful first year! Each family was also gifted a portrait session from a talented local photographer.

"Kaleo has helped create memories by organizing so many fun events like The Unbirthday Party with family pictures. I didn't have any family photos, so this was priceless and amazing."

VOLUNTEERS



VOLUNTEERING

The foundation of Kaleo Collective is built on the kindness and generosity of volunteers. Each year, these giving souls dedicate their time, talents and treasures to helping single moms and their children.

As Kaleo continues to grow, so does our incredible volunteer base, assisting with events in rain or shine. In 2021, our volunteer numbers nearly doubled as we added new events and saw tremendous growth with Little Santas.

This year, Kaleo saw a large core base of single moms looking to give back. Throughout the year, **41 Kaleo moms chose to donate their time to help others in their own community.**



MORE THAN 1,800 HOURS VOLUNTEERED!



148 VOLUNTEERS

MEDIA



IN THE NEWS

Over the past year, Kaleo was a consistent news feature with **more than 25 stories across Canada** in print, radio and television. This year marked record coverage for Little Santas, with all major media outlets picking up the the story, along with additional newfound support from local bloggers and influencers.

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

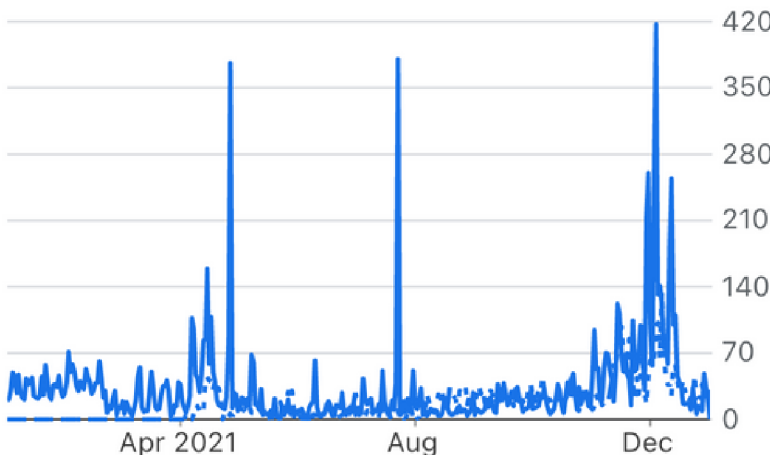
WEBSITE STATISTICS: YEAR OVER YEAR





Audience overview

Users	Sessions	New Users
9.85K	13.6K	9.82K
↑ 102.3%	↑ 104.55%	↑ 101.33%

Trend of Users

9,852 +4,982 (↑ 102.3%)



 Canada	7,387
	+4,139 (↑ 127.43%)
 United States	962
	+507 (↑ 111.43%)
 Philippines	149
	+10 (↑ 7.19%)
 China	126
	+110 (↑ 687.5%)

...

Organic Search	2,837
	+1,917 (↑ 208.37%)
Direct	2,645
	+1,664 (↑ 169.62%)
Social	1,860
	+928 (↑ 99.57%)
Referral	1,671
	+1,591 (↑ 1988.75%)

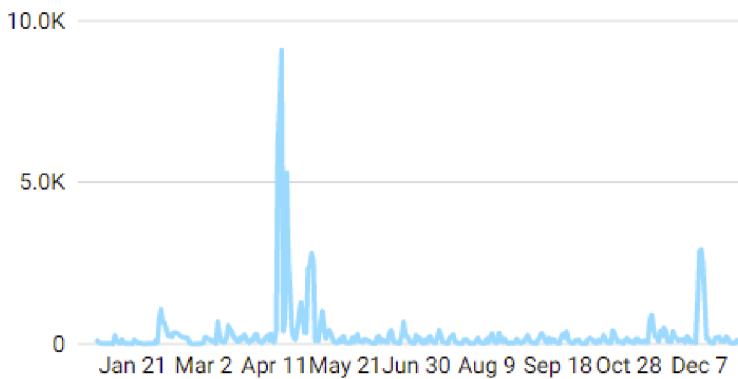
SOCIAL MEDIA

OFFICIAL KALEO COLLECTIVE FACEBOOK & INSTAGRAM

Kaleo successfully launched a new social media strategy, drawing in new supporters from notable accounts, local influencers and community leaders. Content on both Facebook and Instagram platforms had a total reach of nearly 70,000, showing steady growth on Facebook and impressive gains on Instagram page.

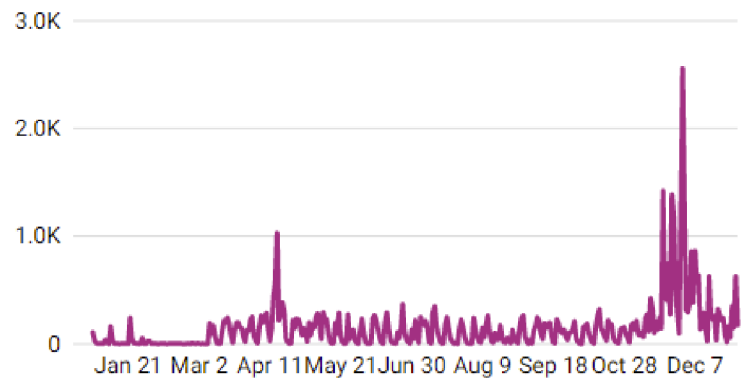
Facebook Page Reach ⓘ

51,708 ↑ 17.9%



Instagram Reach ⓘ

17,232 ↑ 545.4%



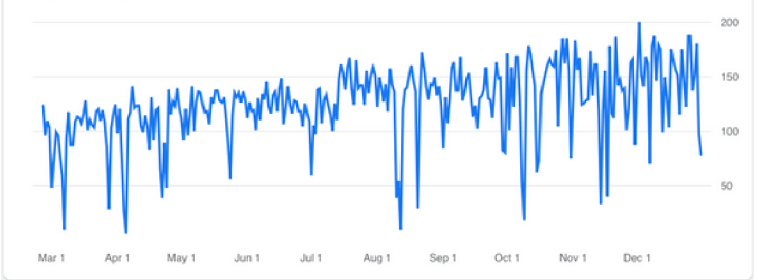
THE SINGLE MOM SISTERHOOD FACEBOOK GROUP

From early roots, the Kaleo Collective Facebook group for single moms has been a resource and connecting point for many women. This digital community welcomes mothers from across the globe and encourages positive, healthy discussion and support. The group numbers continue to show impressive growth and incredibly high engagement.

295 total members ⓘ
Jan 1, 2022

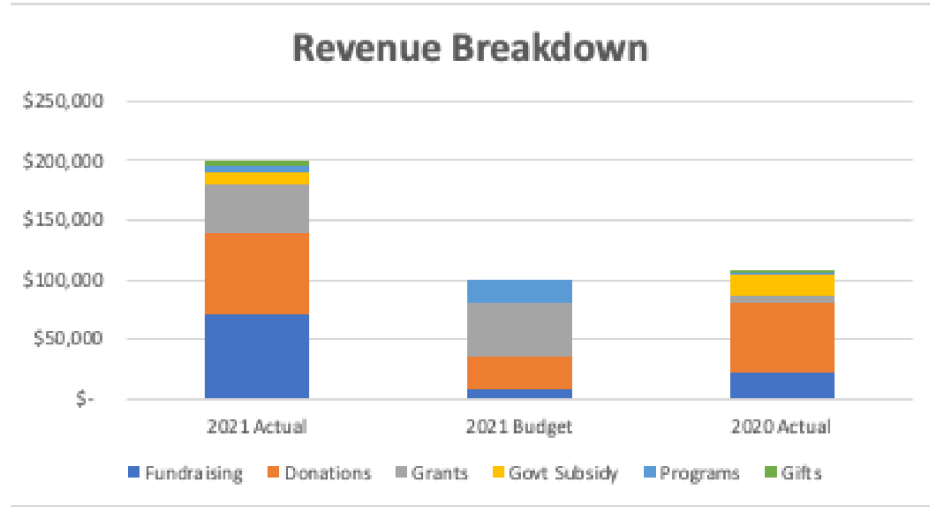


200 active members ⓘ
Feb 25, 2021 - Dec 31, 2021

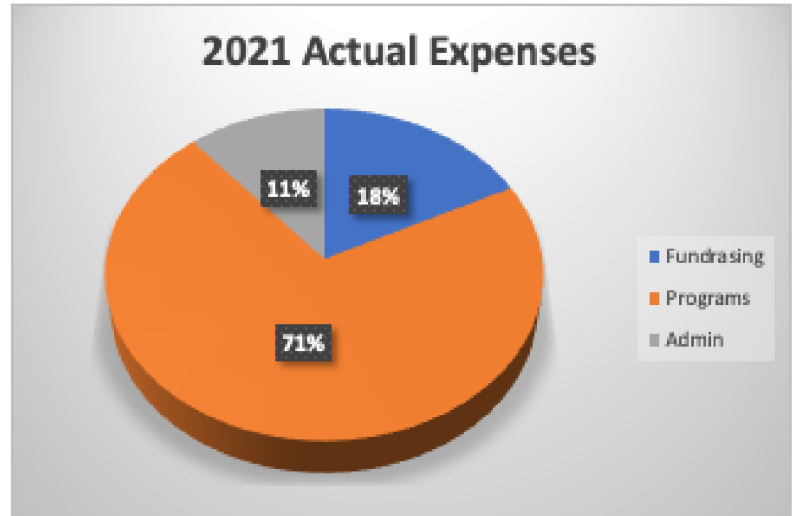


2021 FINANCIALS

Revenue		
	2021 Actual	2020 Actual
Fundraising	\$ 71,567	\$ 21,169
Donations	\$ 68,105	\$ 58,927
Grants	\$ 40,450	\$ 6,667
Govt Subsidy	\$ 10,000	\$ 16,424
Programs	\$ 5,758	\$ 3,090
Gifts	\$ 3,105	\$ 1,000
TOTAL:	\$ 198,985	\$ 107,277

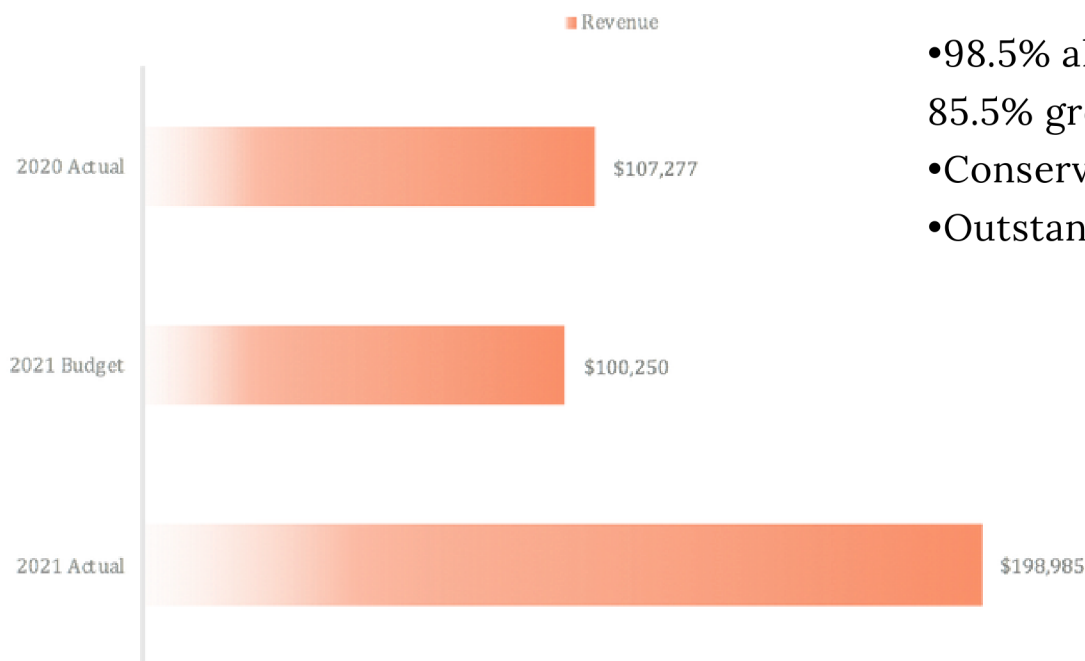


Expenses Breakdown		
	2021 Actual	2020 Actual
Fundraising	\$ 28,114	\$ 3,436
Programs	\$ 114,067	\$ 61,688
Admin	\$ 17,866	\$ 14,750
TOTAL:	\$ 160,047	\$ 79,874



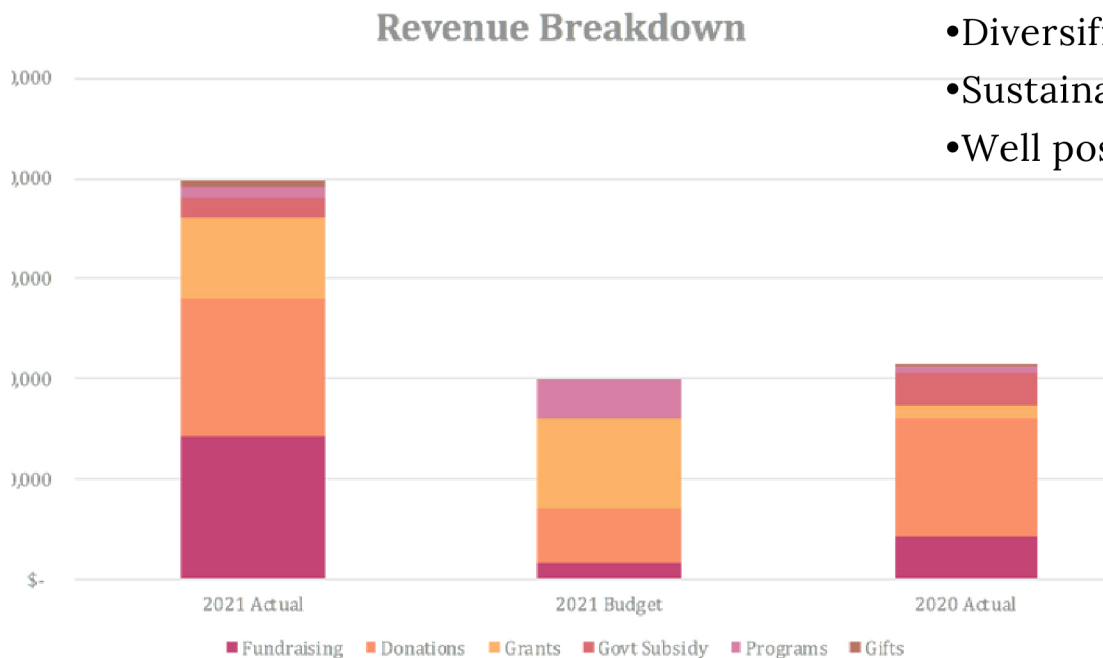
2021 FINANCIALS

TOP LINE PERFORMANCE



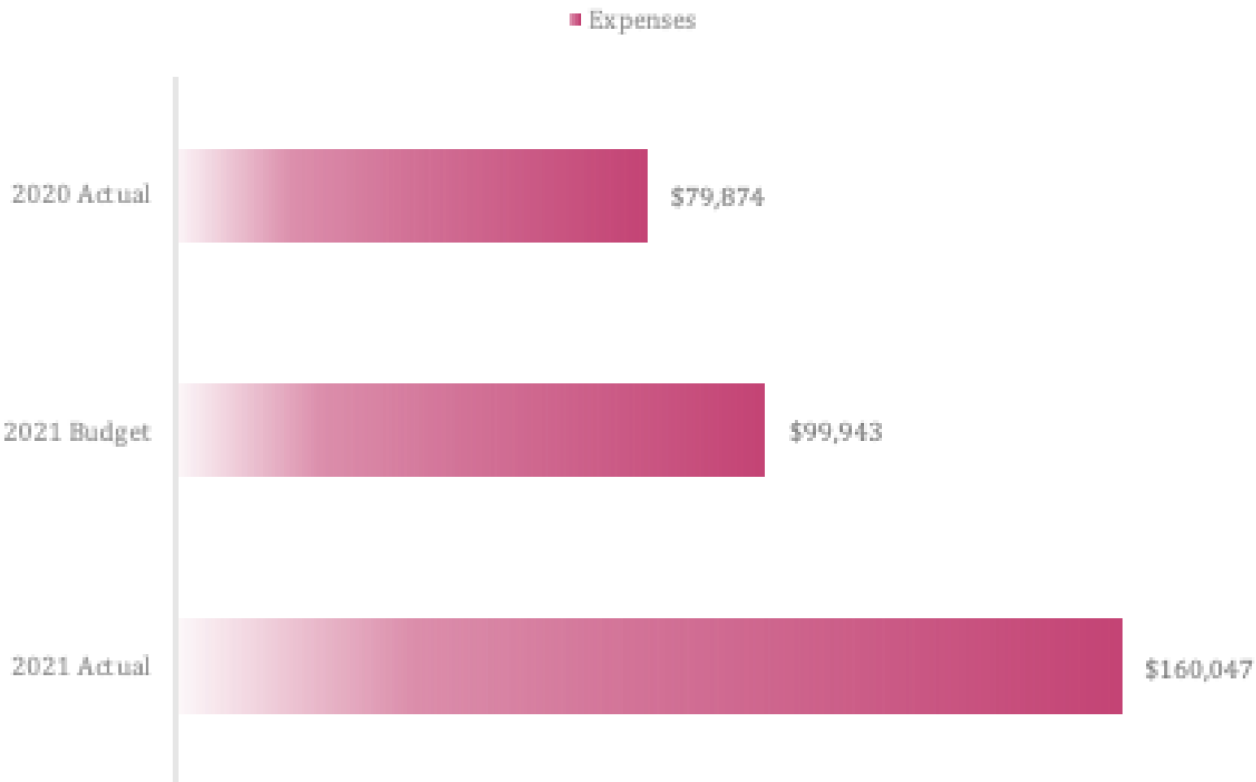
- 98.5% ahead of budget with 85.5% growth year over year
- Conservative projection
- Outstanding results

A DEEPER LOOK AT REVENUE

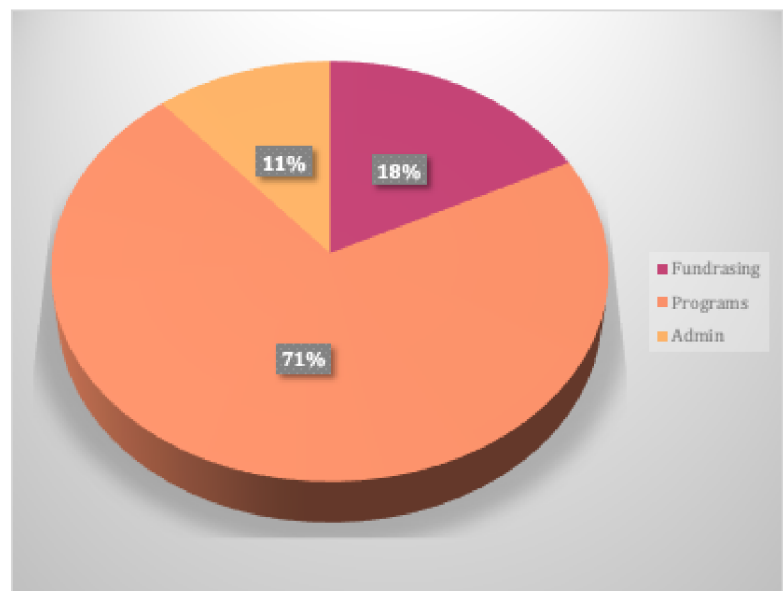


- Diversification of funding
- Sustainability of programs
- Well positioned for future growth

WHERE THE \$\$\$ WENT



- 98.5% overachievement in projected revenues
- Translated into 60.1% increased program and fundraising spend
- Demonstrates fiscal prudence
- Created resourcing opportunities
- Created opportunity for reserve creation



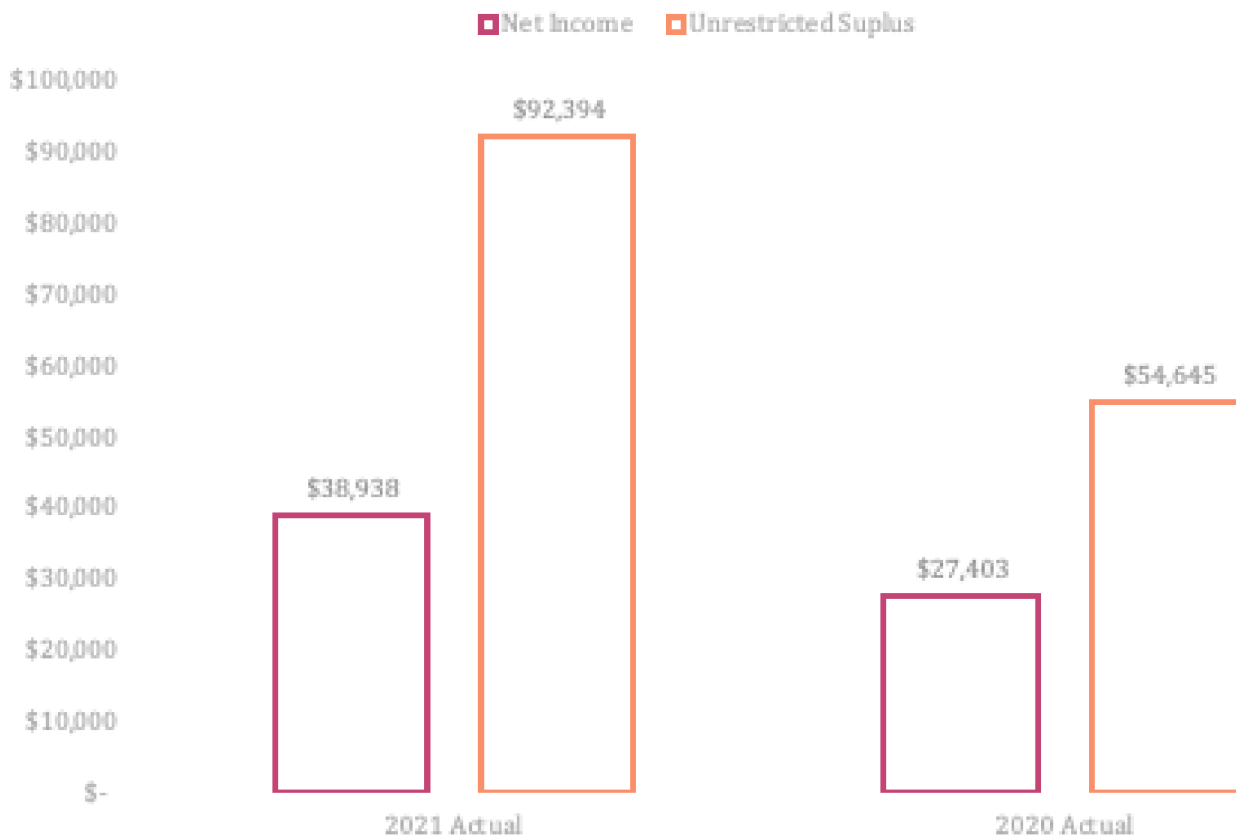
2021 FINANCIALS

Cash from Operations	<i>Net Income</i>	\$	38,938
Non cash items:	<i>Amortization</i>		1,039
Change in working capital:	<i>Receivables</i>		7
	<i>Payables</i>		
	<i>Prepays</i>		(729)
			2,396
		\$	41,651
<hr/>			
Cash from Investors	<i>GOA - Deferred</i>	\$	43,750
<hr/>			
Cash from Financing	<i>Fed Gov't Subsidy</i>	\$	10,000
<hr/>			
Increase in Cash		\$	95,401
Opening Cash		\$	84,700
Closing Cash			<u>\$ 180,101</u>

- Operating surplus of \$41.7K
- GOA multiyear investment in core funding of \$43.8K
- CEBA funding of \$10K

2021 FINANCIALS

CURRENT YEAR SURPLUS & ACCUMULATED



- \$54.6K of accumulated surplus from previous years
- \$38.9K surplus from current year
- \$92.4K of unrestricted surplus
- Motion to establish an internally restricted sustainability reserve fund of \$20,000