

Kaleo  Collective

2025 ANNUAL REPORT



A MESSAGE FROM THE EXECUTIVE DIRECTOR



“I wish I’d known about Kaleo earlier” is something I hear often. Becoming a single mother drastically changes your life. Everything you’ve known shifts abruptly and the responsibility, costs and stress multiply, along with growing feelings of isolation and loneliness. Many single mothers live in constant uncertainty, balancing between simply surviving and falling into crisis – and they do it all while raising the next generation. But they don’t have to do it alone.

The words of author Emily Kimbrough reflect the heart of Kaleo:

“Remember, we all stumble, every one of us. That’s why it’s a comfort to go hand in hand.”

That simple truth guides us. Together we are helping families find their way by reaching out with a helping hand. In difficult times, sometimes all it takes is one person to help steady you. At Kaleo, there is an entire community. From our donors and staff to our inspiring single moms, we are all creating a collective that changes lives.

2025 was a record-breaking year for our programs, events and support from the community. Kaleo welcomed more new mothers than ever before, experienced a remarkable influx of volunteers, and witnessed a touching tribute as friends came together to honour longtime supporter Bruce Saville.

Together, we are strengthening women and children with the support, dignity, and community they need to flourish. Thank you for walking hand in hand with us.

layna haley

EXECUTIVE DIRECTOR & FOUNDER

THE BOARD CHAIR'S MESSAGE



Dear Kaleo Members and Stakeholders

In the journey of single motherhood, Kaleo remains a place where the stumble is shared and the walk is collective. This incredible charity began with Executive Director Layna Haley's vision to ensure no single mother has to find her footing alone. This year, Layna continues to be our pathfinder, steering the organization through a period of significant growth and ensuring that every program – from our 8-week Resource Course to our holiday Little Santas events – remains centered on dignity, love, and authentic connection.

Our Board of Directors serves as the backbone of our strategic direction, providing the professional expertise and unwavering commitment necessary to sustain our mission. They have worked tirelessly behind the scenes this year and I am deeply grateful for their contributions.

In 2025, Kaleo has grown to reach a record number of new single mom families, which would not have been possible without the kindness and generosity of our supporters. To our dedicated staff, volunteers and community partners, thank you for holding the line so that these families can keep moving forward.

sarah cresswell

CHAIR, KALEO COLLECTIVE

ABOUT US



CONNECT



HEAL



GROW



Kaleo Collective works alongside single mothers to help them build stability, confidence, and brighter futures for themselves and their children. Through accessible programs, practical skill-building, and a supportive community, we give women the tools and skills to overcome challenges and create positive, lasting change in their lives. By removing barriers that often prevent single mothers from accessing life-changing resources, we ensure more women can benefit from education, mental health supports, and connection with others who understand their journey.

In 2025, Kaleo supported **1,586 women and children** through programs, groups and community initiatives offered at low or no cost. This year's increase is largely thanks to a government grant that allowed us to expand our Single Mom Resource Course, reaching more families in need.

When a mother becomes financially stable and emotionally resilient, the impact extends far beyond her own home. Her children benefit directly, her relationships strengthen, and the broader community becomes stronger. Supporting single mothers in this way helps break cycles of abuse and poverty to build a brighter, more resilient future for generations to come.

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 cycles of abuse and poverty, both financial and emotional, through supports and programming.

OUR VISION

Single mothers and their children thriving in the community.

ERIN'S STORY



Kaleo Mama Erin today

I'm a Métis woman and solo mama to a 10-year-old human and a 6-year-old pitty-potato named Callie. I have been a single mother since before my small human was born as my partner left during my pregnancy. This presented many challenges, of course, but I wouldn't have it any other way!

Kaleo has helped us immensely by showing my child how he can contribute to others, and by providing me with learning resources that have **helped me access new aspects of who I am as a mama and as a woman.**

2025 was a year of renewal for me as I completed treatment for breast cancer and returned to regular life post-treatment.

The community of mamas created through Kaleo Collective has been monumental in supporting us.



Erin and her son during her cancer treatment

We were gifted kindness in everything from food hampers to phone calls when I was in treatment, to other mamas taking care of my child during planned treatments and emergency situations.

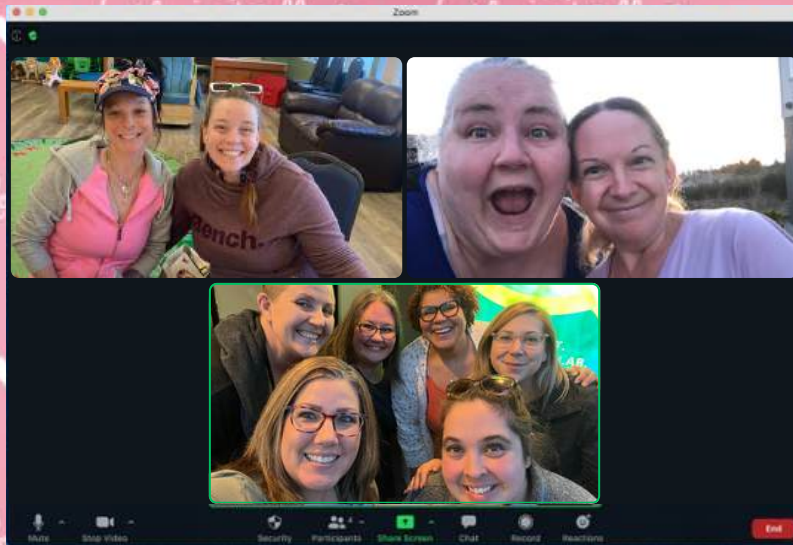
I am so, so grateful for this community, for how each of these mamas shows up for one another, and for the positive differences we make in each other's lives and those of our littles. Thank you to everyone, for your commitment and for the boundless energy you put into supporting us.

SINGLE MOM SUPPORT GROUP



The Single Mom Support Group continued to bring moms together each week to connect, learn, and share their experiences. Over the year, we merged our Alberta and British Columbia groups into one, creating a unified community for single mothers to feel supported and inspired.

“Being a part of this group has allowed me to connect with so many other women going through similar things, which is incredibly valuable!”



Throughout the year, Kaleo moms learned from industry experts at no cost, gaining insights on topics from mental health to financial literacy and understanding family law and legal processes. Speakers included Family Lawyer Claire Spicer, TV personality and single mom Molly Hopkins, social worker Judi McCheane, ATB Financial business advisor Tammy Hall, and therapist Leanne McIntee sharing their knowledge, giving moms practical tools and inspiration to navigate single motherhood.

Women in the Kaleo community also stepped forward to share their stories. Kaleo mom Angie shared her journey of overcoming challenges and creating new opportunities for herself and her children. Her story inspired others and drew the largest attendance in 2025 with **22 moms participating**.

By combining expert guidance, peer connection, and real-life stories, the Single Mom Support Group created a space where women could learn, grow, and see what's possible for themselves and their families.



Kaleo Collective delivered 465 hours of programming for women to build their futures in 2025.

THE SINGLE MOM RESOURCE COURSE



96 Women in 2025 devoted more than 1,200 hours to skill development!

Thanks to increased outreach efforts, 2025 saw **an impressive 78% increase year over year in single moms graduating** from Kaleo's signature program, The Single Mom Resource Course. Supported through a generous government grant, this unique program continued to expand both virtually and in-person where **74 kids took part in Code Ninjas classes**, eliminating the need for additional childcare and giving children access to enriching computer and engineering skills.

Meeting the needs of the single mothers, we **increased offerings from 7 to 10 courses**, resulting in 42 more women attending the program compared to 2024. Kaleo continued to expand its reach in Edmonton, St. Albert, and Calgary, even piloting the program in Campbell River and Courtenay, B.C. Due to popular demand, we added more online programs increasing accessibility for women in need.

Over eight weeks, women learned practical skills, found a sense of community and increased their financial literacy, which when practiced together helps break the cycle of abuse and poverty and leads to positive life outcomes for the entire family.

These are resources that aren't offered elsewhere and **meet needs that so many of us struggle with** - from budgeting (often with very little) to putting our kiddos and ourselves first in situations where we often feel helpless. - **Kaleo Mom Erin**

This program was funded by



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada

Canada

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SINGLE MOM RESOURCE COURSE IN THE NEWS

St. Albert Gazette, Thursday, July 10, 2025 - A3

Kaleo and Code Ninjas team up to help parents

KEVIN MA
kma@greatwest.ca

Two St. Albert women have teamed up to give single mothers and their kids a chance to be better parents and tech ninjas.

The Kaleo Collective and Code Ninjas in St. Albert are offering free classes to single mothers and their children this year as part of a three-year partnership funded by the federal government. The team-up sees single mothers take Kaleo's single mom resource course (which covers time management, budgeting, and other skills) while their children build robots and learn to code in the next room through Code Ninjas (an education company that teaches computer programming to youths).

Kaleo Collective founder and St. Albert resident Layna Haley said she got the idea for this partnership a few years ago when she saw how much her son was learning at Code Ninjas in St. Albert. She approached St. Albert Code Ninjas owner Shannon Stevenson and proposed a team-up.

"It turns out the woman who runs Code Ninjas [in St. Albert] was raised by a single mom," Haley said, and was enthusiastic about a partnership.

Haley said she got a \$394,050 grant from Women and Gender Equality Canada last year to offer the Kaleo course and a Code Ninjas camp for free in St. Albert, Calgary, and Edmonton. The grant also funds a similar partnership with other community groups in Campbell River and Courtenay in B.C. The partnership gives parents free child-care and kids a chance to do something they might not ordinarily



Layna Haley of Kaleo Collective has teamed up with Code Ninjas St. Albert to offer free classes to single mothers. The classes are funded by a federal grant.

KEVIN MA/ST. ALBERT GAZETTE

be able to afford.

"While mom is learning, the kids are also learning," Haley said.

About 156 parents have taken part in the partnership as of this month, Kaleo spokesperson Sherri Drewe said in an email. The courses offered through the partnerships would normally cost a parent and child about \$900.

Stevenson said parents she's spoken with love this partnership, with some saying they could not have afforded to have their kids in Code Ninjas without it. A few kids have become repeat customers.

"The parents are happy the kids are learning something new, and the kids are really excited to come."

Haley said the partnership was now in

its second year of operation, and had one year to go. She and Stevenson said they hoped to continue this partnership if they could find the funding.

The next Kaleo/Code Ninjas workshop happens Aug. 17 & 25 in St. Albert. Visit kaleocollective.ca/program/single-mom-resource-course/in-person-programs for details. ■



CTV
NEWS
EDMONTON

KALEO KID PROGRAMMING



Kaleo's whole-family approach to in-person learning gives both moms and kids access to programs and experiences that are inaccessible due to financial barriers. While moms are in one room developing new skills and creating new friendships, children are doing the same.

In 2025, **107 children took part in classes designed to engage young minds and spark creativity.** We welcomed internationally syndicated **cartoonist Gerry Rasmussen** to teach Kaleo kids the basics of art and storytelling. Through our ongoing partnership with **Code Ninjas** St. Albert, Windermere and Marda Loop, children explored the world of coding, programming and engineering, opening up possible future career paths. **VIV Mental Health's** therapeutic music program helped children foster emotional regulation, self-expression, and a sense of self-awareness through musical exploration.

Through these activities, little ones connected with other children of single mothers and developed essential skills in a supportive, inclusive and empowering environment.



KALEO HEALS



THE GRIEF RECOVERY METHOD

In our single mom community, many women and children are struggling to process their grief and losses; this is especially difficult when families don't have a strong support network in place. After expanding our GRM offerings in 2024, Kaleo Collective continued to provide single moms with accessible, effective therapeutic group classes from The Grief Recovery Method (GRM) to help in their healing journeys.

Kaleo Collective
GRIEF RECOVERY
METHOD



8 WEEK PROGRAM
LED BY CHRISTINA PALING, CERTIFIED
GRIEF RECOVERY METHOD SPECIALIST

Kaleo Collective

The Grief Recovery Method®

HELPING CHILDREN
WITH LOSS



THE GRIEF
RECOVERY
METHOD



FOR THOSE LOOKING TO WORK
ON ADDITIONAL LOSSES

The Grief Recovery Method (8 weeks) – All Kaleo families have experienced the difficult loss of divorce or death of a spouse. Many are struggling to just manage daily life and are not equipped to fully handle or recover from the emotional impact. The Grief Recovery Method is an evidence-based eight-week program that allows women to explore and unlock their own unique experiences of loss in a safe setting.

“The program has been amazing and given me new insight into how to understand and deal with my grief.”

Helping Children With Loss (4 weeks) – Many Kaleo moms felt unsure of how to guide their children through the grieving process. This program gave single mothers the skills to help their children talk about their losses and give a voice to the feelings they experience. Women learned how to help their children deal with their broken hearts, no matter how big or small the loss.

“Thank you so much for making this program possible. You are changing lives of not just moms but kids too.”

The Grief Recovery Alumni Format (4 weeks) – Designed for women who have completed the 8-week program. Kaleo moms connect with other Grief Recovery grads who want to go deeper, whether that means exploring another relationship or building on the tools they've already learned.

Throughout the year in a supportive group setting, 42 women devoted **396 hours to healing** in this evidence-based approach to addressing, processing grief and loss.



KALEO HEALS



KALEO'S SINGLE MOM NARCISSISTIC ABUSE RECOVERY PROGRAMS

Access to mental health supports for single mothers is an ongoing challenge, with many unable to afford the high cost of therapy or the necessary childcare to attend. An alarming 80% of single mothers Kaleo serves report experiencing abuse, with a large majority living in low income or below the poverty line. These women often carry deep trauma that impacts their self-worth, sense of safety, and ability to form healthy relationships. In response to the growing need of our mom community, Kaleo developed a new approach that removes barriers and provides the opportunity to connect, heal, and grow.

Kaleo Collective
NARCISSIST RECOVERY
 LED BY REGISTERED PROVISIONAL PSYCHOLOGIST STACEY JETHON FROM EVOLUTION PSYCHOLOGY



Funded through a grant from the St. Albert Community Foundation, The Narcissistic Abuse Recovery Group, in collaboration with St. Albert-based **Evolution Psychology**, helped women process trauma and begin healing. By offering a therapeutic setting tailored to the unique experiences and challenges of single mothers, this four-week group empowered women to address past traumas and begin rebuilding their lives rooted in confidence, stability and hope.

90% of participants requested to be added to a waitlist for future programs of this nature.

“To continue my healing, I desperately need strategies to build strong boundaries after leaving an abusive relationship. Thank you for offering this course. I’m so excited to learn and build community with other moms who have walked similar paths.”

Kaleo Collective
SINGLE MOM NARCISSISTIC ABUSE RECOVERY
8-WEEK PROGRAM

Developed in partnership with **Imagine** INSTITUTE FOR LEARNING



Created directly in response to the expressed needs of our community, **The Single Mom Narcissistic Abuse Recovery Program** is an innovative 8-week therapeutic course that addresses gaps in mental health supports for women who have survived patterns of narcissistic abuse.

Set to launch in 2026, this program will provide a structured, supportive space for single mothers to identify harmful patterns and learn valuable strategies to heal past traumas while gaining a deeper understanding of healthy relationships and self-compassion.

ORGANIZATIONAL SUSTAINABILITY



This year an outpouring of support came in, **marking new fundraising records for Little Santas and our Giving Tuesday Match Campaign.** Kaleo continued to foster stronger, more connected relationships with donors and several private family foundations.

Community support came in from valued organizations like **Rogers Birdies for Kids, Edmonton Public Teachers' Local 37 Charity Trust Fund, I Feel Pretty Box, Great White Car Wash, Sanjel Energy Services, Komplete Modular Solutions, Plains Midstream and Costco Wholesale Canada Ltd. 156,** helping make a significant impact for families in need.

Entering the second year of funding from Women and Gender Equality Canada of the Government of Canada, Kaleo was able to serve more families, helping to create positive, lasting outcomes for women who have experienced gender-based violence. As part of our strategic planning, Kaleo secured a specialized grant writer to seek out opportunities and help secure essential future funding.



COMMUNITY PARTNERSHIP: STARBUCKS NEIGHBOURHOOD GRANT

This year, Kaleo Collective was selected for a Neighbourhood Grant from The Starbucks Foundation. This honour was a touching show of support that was made possible thanks to numerous nominations from Starbucks stores and employees who connected with our cause.

This generous grant not only recognized the work we do, but also helped us to support single mothers and their children through our programs and services. We are grateful for Starbucks' ongoing commitment to the community and support for single-mom families.



COMMUNITY SUPPORT



The generosity of our community reached new heights this year, reflected in the growing number of in-kind donations and local fundraisers. This support came from many directions, including longtime Kaleo supporter **Lipstick Empire, the Campbell River 2005 Alumni, and OilersNation** raising much-needed funds for Kaleo families and programming.

Simons Londonderry continued to lend their support throughout the year, welcoming the return of the Fresh Start Fashion Fund to help our moms re-enter the workforce with personalized styling sessions and new wardrobes that gave them confidence for this next chapter. In December, Simons Londonderry extended their support to Kaleo by donating much needed items for Little Santas gifts such as bedding and dishware.

FUNDRAISING SPOTLIGHT



Mosaic Home Services

In March, Mosaic Home Services named Kaleo Collective as the recipient of their Charity of the Month program. As part of the initiative, 5% of total sales from the final Thursday of the month across their home service brands was generously donated to support Kaleo's work.



El Mero Mero

In September, El Mero Mero Taqueria chose Kaleo Collective as their spotlight charity, giving a portion of their sales throughout the month to support single mothers and their children.



The Marg Bar

Sammy, a local brow and spray tan artist, celebrated the second anniversary of her business by hosting a special event in support of Kaleo Collective. Inspired by her own experience growing up with a single mother, she was inspired to give back to families navigating similar paths.

THANK YOU SIMONS



My name is Ginee, and I have 2 sons, ages 9 and 11. My younger boy is on the spectrum and his milestones are not typical as his peers - but he more than makes up for it in his sass and energy for life! My elder boy excels at school and is my moral compass and eager gym buddy.

Without this \$500 Simons shopping spree, I would never have been able to spend this amount of money on myself. Every bit of extra money I have will be spent on my kids and their well-being. **I was painfully aware my clothing had holes**, but my kids constantly need new clothes as they grow. I've only ever shopped at discount stores and never visited clothing stores. I would wear clothes until they were torn because my own wardrobe was never a priority. My kids' needs always came first, and there never was anything leftover for me.

During this shopping spree, I got 19 pieces of clothing and a pair of shoes I've wanted forever but could never justify buying - even though I know they last a lifetime. The dresses, shorts, and t-shirts I picked out were items I never realized I needed.

This experience felt guilt-free since it did not take away resources from my children. If I was given the money directly, mom guilt would have influenced me to spend most of it on them. The fact that I didn't made this experience so much easier and truly stress-free.

Thank you Simons and Kaleo Collective for this experience - I am so grateful!

VOLUNTEERS



**MORE THAN
1100 HOURS
VOLUNTEERED**



204 VOLUNTEERS

As our mom community grew, so did our volunteers. In 2025, we saw a massive increase in volunteers, welcoming **more than 100 first-time volunteers**, while **over 100 returning volunteers** brought a renewed outpouring of support for single-mother families.

Little Santas brought the volunteer community together like no other event, with **111 volunteers** giving **333 hours** to bring holiday cheer and brighten the season for single-mother families.



COMMUNITY GIVEBACK: NORQUEST COMMUNITY COLLEGE

"The Transitions to Employment class and Instructors thoroughly enjoyed the experience of volunteering with Kaleo. The students were keen to contribute their efforts to a meaningful cause during the holiday season." - Trish Ellison-Traverse, Norquest Instructor

NorQuest College's Transitions to Employment is a unique program in Edmonton that gives adults with mild developmental disabilities the chance to build employment skills and future independence. One way the program gives students valuable hands-on experience is through volunteering in the community.

In December, Kaleo welcomed 25 students for our Little Santas Packing Bee. Throughout the day, this incredible group worked as a well-organized, fast-moving team, prepping gifts and giving back to our single-mom community while building skills for their futures.

MOM POWERED



One of the most inspiring parts of the Kaleo community is seeing single mothers return as volunteers after participating in programs and events themselves. In 2025, a dedicated group of Kaleo moms gave their time and energy to support other single mothers, creating spaces of connection, understanding and encouragement.

Moms contributed across Kaleo initiatives, including helping at events like Little Santas and supporting programming in other ways.

This same spirit was behind a volunteer-led food initiative made possible by **Costco Wholesale Canada Ltd. 156**. Kaleo moms organized weekend grocery pickups that were accessed **more than 700 times** throughout the year. The program provided practical support while highlighting the leadership and care within the Kaleo community.



COMMUNITY IMPACT: COSTCO DONATION PROGRAM



With grocery costs continuing to rise, food insecurity is a growing concern for many Kaleo families. The donations provided by Costco Wholesale Canada Ltd. 156 help make a difference:

“The Costco donation program has been a true lifeline for my family. As a single mother working multiple part-time jobs, I am doing everything I can yet face significant pressure from high grocery prices, making it difficult to consistently provide balanced, healthy food for my teenager.

Costco donations mean my child has access to balanced food, alleviating food insecurity. This support is significant to my family and makes a deeply felt difference in our daily lives.”

KALEO EVENTS LOVE YOU MAMA



Mother's Day can be a challenging time for single moms who are often left feeling alone and overlooked on a day meant to celebrate them. In 2025, we changed our Mother's Day approach to focus on alleviating stress and celebrating our Kaleo single mothers. Rather than having to pack up the kids and attend an event, we sent flowers directly to women who were working towards building a new future for their families.

In collaboration with **Fabloomosity**, we honoured more than 150 women with beautifully hand-crafted bouquets, each recognizing the dedication and effort made every day by these incredible women. Thanks to our supporters and the generosity of one major donor, **more than \$30,000 was raised, a fundraising increase of 20% from 2024.**



Through this new initiative, we were able to let single moms know they're not alone, no matter how much they carry on their own.

“Since my husband passed away, Mother's Day has been a difficult day for me and my girls every year. This gift has so much meaning and truly makes me feel appreciated. Thank you for blessing me with these beautiful flowers.”

- Kaleo mom Jennifer M.

NHL SUPPORT



Leon Draisaitl and Layna Haley



Layna Haley and Josh Morrissey



NHL superstars handed Kaleo a perfect assist to start the holiday season. **Leon Draisaitl** of the Edmonton Oilers signed hockey pucks and jerseys, and **Josh Morrissey** of the Winnipeg Jets signed a hockey jersey in support of our Little Santas Kick-off auction. Their generosity created a wave of excitement throughout our community, capturing the attention of hockey fans and Kaleo supporters alike. Seeing these professional athletes step up to support single-mother families brought smiles, sparked conversation, and reminded everyone how a small act of giving can make a big difference. The signed memorabilia not only thrilled fans but also helped raise funds that went directly to ensuring children and their moms had a joyful holiday season.

LITTLE SANTAS SILENT AUCTION

Kaleo Collective
LITTLE SANTAS KICKOFF
SILENT AUCTION

THANK YOU!
TOGETHER WE RAISED
\$10,153

In 2025, we introduced a new way to support Little Santas with our first-ever Little Santas Kick-off auction. Community partners, including local businesses, artists, retailers, and private donors, came together to provide 60+ items for people to bid on. Items included a WestJet travel voucher, artwork, luxury beauty and skincare products, and gift cards to some of Edmonton's top restaurants.

Thanks to their generosity of our donors and the enthusiasm of bidders, the auction raised \$10,153 over the course of a week and a half, helping ensure that even more children could participate in the event and experience the joy of giving to their single parents.



LITTLE SANTAS

“The joy and happiness this event provides for me and my daughter is unfathomable. Being able to celebrate Christmas without worrying about finances makes attending a dream come true. Thank you so much, Kaleo!”

2025 was another remarkable year for our Little Santas event, with **644 children** welcomed into the event. Thanks to a new space provided by Londonderry Mall, we were able to create an inclusive experience that allowed little ones of all needs and abilities to take part. Over two bustling days in December, **more than 1,000 parents and children** took part in the fun and joy of Little Santas.

Rising costs continue to drive the high demand for this event. For families struggling to survive on one income, the holidays create even more financial strain. Little Santas helps kids experience the magic of giving a gift they wouldn't normally be able to.

Once again, the community came together to support these children during the holidays. To diversify our approach to gift collection and to help mitigate increasing costs, Kaleo introduced a gift drive, collecting new items from partner organizations, community members and businesses. Thanks to our partners and generous donors, along with an outpouring of support honouring long-time Kaleo supporter Bruce Saville, **more than \$70,000 was raised, a new fundraising record for Little Santas.**



LITTLE SANTAS' HELPER ELVES

This year marked an increase in businesses rallying behind Little Santas through gift drives and in-kind donations. IKEA and Cloud Nine Pajamas invited customers to take part through in-store collections, helping gather gifts for children in single-parent homes. Thanks to the efforts of our community partners, together we made an extraordinary impact for single-mom families during the holidays.



La Vie En Rose, continued its generous support of bringing warmth and comfort to Kaleo moms during the holidays. Through their PJ Project initiative, three locations - St. Albert, West Edmonton Mall, and Southgate - selected Kaleo as their recipient, donating **288 pairs of pajamas** for our Little Santas to choose from.

The REALTORS Community Foundation hosted a holiday gift drive with Edmonton realtors contributing a generous collection of presents for Kaleo families. During the Little Santas event, members from the organization volunteered in the gift shop, guiding children as they selected special gifts for their moms. Their support not only helped single moms receive presents on Christmas Day, but also gave families memories they will remember for years to come.



The Women's Law Forum, a student-led group at the University of Alberta, selected Kaleo as the recipient of their annual gift drive, bringing together future legal professionals in support of single-mother families. With collection points set up within the university and at the Dentons law firm, their efforts resulted in an incredible outpouring of thoughtfully chosen gifts for our moms.

SAVILLE'S SANTAS

Remembering Bruce Saville
1944-2025



Honouring a community leader, a philanthropist & a dear friend

Bruce Saville was well known in the Edmonton community for his brilliant business leadership and enduring belief in pouring back into his community. He was a true champion of the city, even stepping in to keep The Edmonton Oilers from being sold back in 1998.

Growing up with very little, Bruce made it his mission to give back and help those in need. Throughout his years, he helped shape the city of Edmonton, serving on numerous non-profit boards and contributing to post-secondary advancements, including the creation of the University of Alberta's Saville Centre. Through Layna, Bruce developed a strong personal connection to Kaleo and became a long-time supporter of empowering single mothers and children.

Two years ago, Kaleo Collective unexpectedly saw twice as many children register for Little Santas, leaving the charity in a difficult position. We didn't want to turn any child away, but we also didn't have the funds to add more than 200 little ones to the event. With the event just weeks away, the goal felt impossible.

Bruce heard about our predicament. By the end of the afternoon he had quietly rallied a group of friends to take every single child off the waitlist. **That was Bruce: generous, humble, fiercely loyal, and endlessly kind.**

Saville's Santas was created as a way for family and friends to honour Bruce with an initiative that was close to his heart. In the same way Bruce rallied his friends for us, **they came together in a touching tribute, raising more than \$50,000 for Kaleo single-mom families to take part in Little Santas.**

Bruce was a beloved friend who will be greatly missed. He touched countless lives in our city, and his legacy will live on through his family, his friends and his achievements.