


2022 Annual Report



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Momentum Counselling Society



“It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

— Theodore Roosevelt





Year In Review

2022 was a year of transformation at Momentum.

2022 began with yet another delay to in-person service delivery. Finally, in April after two long years, we reopened to in-person counselling. We were incredibly excited and celebrated this milestone together. It was also the first time many of our team members had met in person.

We began with three in-person days per week, predicting we would be back to offering in-person services full time by the fall. We were surprised to find that the majority of our clients preferred the accessibility of virtual counselling, in fact, over 70 percent chose virtual. Our hybrid model allows our clients to choose what works best. Our Group program remained virtual for the full year, except for a holiday celebration for the Anchor Men's Group, whose participants and facilitators had not met in-person for nearly three years! We had Patricia Street Deli from Jasper join us to cater the evening for over 30 participants.

Early in my tenure, I asked our long-term team members what they felt Momentum was missing, and all agreed that a Clinical Director was necessary to ensure the clinical team and counselling program were well supported. We also needed to update our clinical policies to align with all the changes the pandemic and new leadership created. The addition of Kimberly as our part-time Clinical Director has enabled us to create a new policy manual, streamline and increase our offerings in our group program as well as develop new partnerships with post-secondary institutions.

For most of the year, we struggled with clinical capacity. Team Leads, critical for our counselling program, were difficult to retain and recruit. Fortunately, we added new group offerings in response to feedback from our clients and partners, including Grief & Loss, Support for Front Line Workers & First Responders and Women's Wellness. Ultimately, we managed to double the number of clients served from 2021!

While we worked hard to plan for the return of the Momentum Mental Health Awards, we were not able to garner enough interest to make it viable. We were, however fortunate to be able to acknowledge all the nominees in a meaningful way thanks to the support of Alberta Blue Cross. While we find new ways to fundraise, we will continue with our tradition of recognizing the amazing work happening in our sector.

Year In Review

We began a two-year fee for service contract with AHS, the first in Momentum's history. By mid-summer, we lost our major funder. Thankfully the Edmonton Community Foundation and the City of Edmonton stepped in and provided us with much needed funds to meet our commitments. We also needed to address our accommodation costs for a space that was not meeting our needs. With the generous support of CBRE Limited, we were able to find an amazing space for June 2023 that we were able to design for our unique needs.

By the end of the year, we managed to meet our funding requirements, found a new space and were recruiting for an additional Clinical Supervisor for our counselling program. We hosted our first Holiday party in celebration of all of our accomplishments and ended the year in celebration of all we had achieved together.

None of this would have been possible without our dedicated team, Board of Directors, friends, partners, and funders. Thank you all for your support, you are making a difference and helping us to keep the Momentum!

Most importantly, thank you to our clients for your trust in us, you truly are our reason for existing and inspire us to tirelessly advocate for accessible mental healthcare for all Albertans.



Angela Ross, RSW
Executive Director

Momentum by the Numbers

In 2022, we saw...

73%

Clients accessed our services **virtually**.

45%

Clients accessed counselling for the **first time**.

43%

Clients were **children & youth** (between 12-28 years of age).

39%

Clients lived outside of Edmonton.

39%

Clients were **referred by Alberta Health Services** (e.g., psychiatrist, general practitioner, Access 24/7).

21%

Clients had a **single-session**, and then attended a **drop-in group session**.

Clients paid an average of \$65

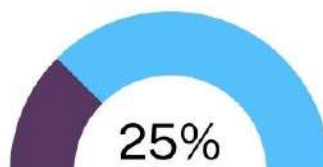
97% accessed our sliding fee scale. Of which, **238 clients (8%)** had fees waived completely.

3,183

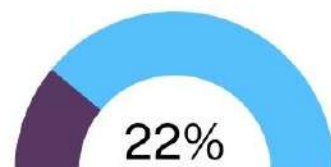
Number of sessions completed.



increase in clients served.



increase in group session participation.



increase in access to single session counselling.

Client Feedback

"I really enjoyed my first session today. I Would like to continue with the same counsellor going forward to continue working on my mental health."

"Thank you for allowing me to feel better about my situation and giving resources to achieve my goals better than I could have done alone."

"This was incredibly helpful, to be able to talk openly and feel heard. I needed this kindness, it meant so much. You really understood me. I am grateful."

"Tonight's session was absolutely amazing. There was a ton of great conversation about personal struggles, challenges, and ways to improve. Probably one of the best groups I've been a part of."

"This group is critically needed for men. I think tonight everyone helped to reduce the probability of one guy from potentially considering self-harm. Men need this type of forum. It'd rare and very important to our well-being."

"I feel so grateful that I made this appointment. I felt comfortable speaking with my therapist and was able to open up about things I haven't been able to discuss with anyone."



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2022 Financials

MOMENTUM WALK-IN COUNSELLING SOCIETY

Statement of Operations

Year Ended December 31, 2022

	2022	2021
REVENUES		
Other government grants	\$ 217,932	\$ 71,266
Counselling (<i>Note 4</i>)	138,686	187,250
Family and Community Support Services grants	120,000	152,970
Other grants	62,117	117,667
Donations and fundraising	36,330	23,328
Room rental	4,270	1,080
Other income	96	159
	579,431	553,720
EXPENSES		
Personnel	506,199	415,329
Occupancy	72,833	76,084
Administration	28,502	49,647
Public awareness	10,719	1,891
Bad debts (<i>Note 4</i>)	10,345	-
Travel and training	6,833	4,796
Volunteer	3,487	1,752
Amortization of tangible capital assets	2,245	-
Program	-	136
	641,163	549,635
(DEFICIENCY) EXCESS OF REVENUES OVER EXPENSES	\$ (61,732)	\$ 4,085



Contact Us



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