



# **MOMENTUM COUNSELLING**

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# **2023/24 ANNUAL REPORT**

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**780-757-0900**

**#132, 6325 Gateway Blvd.**

**[momentumcounselling.org](https://momentumcounselling.org)**



**@momentumcounselling.yeg**



**@momentumcounselling**



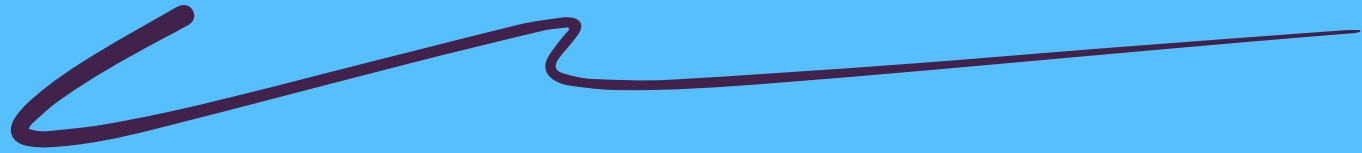
**@momentumcounselling**

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**NEVER DOUBT THAT A SMALL  
GROUP OF THOUGHTFUL,  
COMMITTED CITIZENS CAN  
CHANGE THE WORLD. INDEED,  
IT IS THE ONLY THING THAT  
EVER HAS.**

**Margaret Mead**

# Our Mission



**TO STRENGTHEN THE MENTAL AND  
EMOTIONAL WELLNESS OF OUR COMMUNITY,  
WITH EDUCATION, CONNECTION AND  
SUPPORT, THROUGH PROFESSIONAL,  
COMPASSIONATE AND ACCESSIBLE  
COUNSELLING AND GROUP PROGRAMS.**



# YEAR IN REVIEW



**2023/24 brought incredible growth for Momentum.**

**The year began with planning for our clinic move, where we said goodbye to Centre 104 and relocated to Argyll Centre in June. We were incredibly proud of our successful transition to our new location. We moved to virtual services for two weeks where a small but mighty group of us (and our spouses and family members) completed the entire relocation. It was an amazing feat that avoided any downtime or closures!**

**We were very fortunate to receive funding for an additional part-time Clinical Supervisor position. In March, we welcomed back Jennifer Thomson, co-founder of the Walk In Counselling Society of Edmonton (WICSOE), the precursor to Momentum!**

**Given our ongoing funding challenges, we procured a grant to initiate a fund development strategy. We continue to implement the recommendations as time and resources allow, which are proving to increase our overall capacity.**





**Our growth included new partnerships with a number of local non-profit agencies, providing on-site mental healthcare to their clients and community members.**

**Over the course of the year, we noticed our clients preferred in-person sessions over virtual for the first time since the pandemic. We responded by adding additional in-person as well as evening appointments. We also observed that while many clients benefit from a single session, others benefitted from ongoing therapy. Fortunately, many of our graduating clinical interns chose to remain, and offered additional support that complemented our counselling program.**

**We also heard from clients who participated in our support groups, looking for new offerings. Again, we responded with more options, resulting in groups running daily!**





**All of our growth and success was made possible by our amazing and dedicated team, board 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, we thank our clients for your trust, your feedback and ideas on how we can improve upon our mission. YOU are our reason for existing and inspire us to continuously advocate for accessible mental healthcare for all.**



**Angela Ross**  
Executive Director



**3094**

**Clients Served**



**83%**

**Accessed the Sliding  
Fee Scale**



**\$40**

**Average Session  
Fee**



**549**

**Client Fees Waived**



**37%**

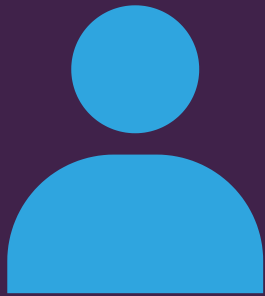
**Increase in Clients  
Served**



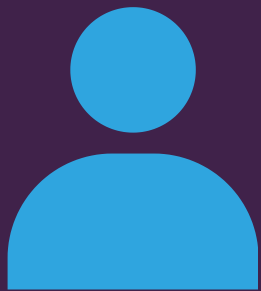
**2023-2024  
By The  
Numbers**



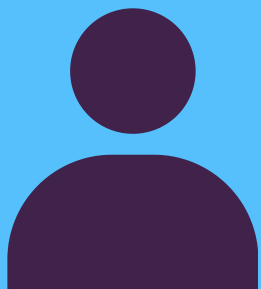
# Feedback



I needed someone to just listen to me and what I have been through. I felt there was nowhere else to turn. I'm very thankful for Momentum.



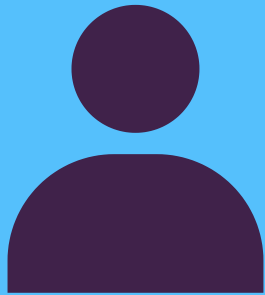
I learned a lot from today's session again and made a lot of good connections in my brain on why I feel and do the things that I do. I'm happy that I showed up for the session today.



My counsellor really does listen and helps me find ways to improve and make positive changes. I feel so much better than how I was when I first came here three weeks ago. My counsellor really wants the best for me and I am so grateful for that.



# Feedback



Thank you for creating a safe space for me and all of my emotions. You made me feel seen and heard, all while supporting me by expressing the strengths you see in me.



Thank you for allowing me to share my story. You have helped me so much all along the way of my journey, Even virtually I consider you part of my care team. Very grateful for your help.



My counsellor made me feel like things could very well turn around and I can start healing myself. Momentum helped me today to make me realize there are still good people out there. Thanks.

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**"Individually, we are one drop.  
Together, we are an ocean."**

# Our Sponsors



**Living Hope**

A Community Plan  
to Prevent Suicide  
in Edmonton





# Board of Directors



**Rachelle Kay, Board  
Chair**



**Amber Benders, Vice  
Chair**



**Brian Durkin,  
Treasurer**



**Matthew Lockert,  
Human Resources**



**Alex Kwan, Secretary  
and Marketing**



**Angela Morris,  
Policy**



# Board of Directors



**Mitchell Chorney,  
Events**



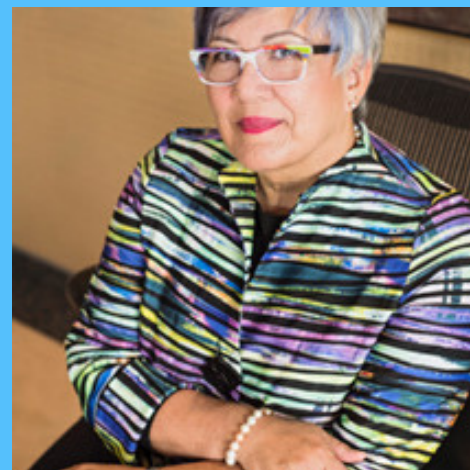
**Nojan Mannani,  
Events**



**Zach Amyot,  
Fund Development**



**Raffela Mancuso,  
Inclusion, Equity,  
Diversity &  
Accessibility**



**Michele Kirchner,  
Inclusion, Equity,  
Diversity & Accessibility**



**MOMENTUM WALK-IN COUNSELLING SOCIETY****Statement of Financial Position****December 31, 2023**

	2023	2022
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash (Note 3)	\$ 213,822	\$ 359,153
Accounts receivable (Note 4)	14,726	4,565
Goods and services tax recoverable	11,556	6,262
Prepaid expenses	5,128	8,781
	<u>245,232</u>	<u>378,761</u>
LEASE DEPOSIT	6,076	7,044
EQUIPMENT (Note 5)	4,386	4,825
	<u>\$ 255,694</u>	<u>\$ 390,630</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities (Note 6)	\$ 52,733	\$ 46,769
Deferred contributions (Note 8)	154,995	288,957
Deferred lease inducement (Note 7)	14,998	-
	<u>222,726</u>	<u>335,726</u>
<b>NET ASSETS</b>		
Invested in equipment	4,386	4,825
Unrestricted	28,582	50,079
	<u>32,968</u>	<u>54,904</u>
	<u>\$ 255,694</u>	<u>\$ 390,630</u>
<b>LEASE COMMITMENT (Note 9)</b>		



**MOMENTUM**  
**COUNSELLING**

**#132, 6325 Gateway Blvd NW**  
**Edmonton Alberta**  
**T6H 5H6**  
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