

# IMPACT REPORT



# Splash it Forward!



PEOPLE FIRST,  
COMMUNITY ALWAYS



Boys & Girls Clubs  
of Calgary



 **trellis**



# Thank you!

In every way, I am keenly aware that this pandemic has taken a toll on us all. We are tired, at times discouraged, and a little bewildered by the wind that seems to be on our face and not at our backs. This will pass, but it has been tough.

When the Splash of Red committee started out this year they were determined and I watched as they adapted countless times in the face of considerable uncertainty. And despite that uncertainty in your own lives, you responded with remarkable generosity.

Including the incredible match to funds, the 2020 Splash it Forward initiative has now raised more than \$697,000! In this year's context, without a conventional event to leverage, this is a modern day miracle!

I am truly inspired by this year's innovation, kindness and generosity. Because of you, it will be possible to address social problems, transform social systems, and help create the conditions necessary for lasting change, as we navigate this turbulent time. You are giving young people and families the support they need at one of the most uncertain times of their lives.

You help people like Shawntel to feel loved, find their resilience and grow to their full potential.

I wish you only good, wish you health, hope and happiness in the world. And when the time comes, I look forward to raising a glass together in deepest gratitude.

Humbly serving to turn your efforts into support for others who need us so much. Thank you.

Sincerely,

Jeff Dyer  
CEO, Trellis



Shawntel is a Mom, social work student and former Avenue 15 resident.



So much more than a drop in the ocean, your support is making a splash for vulnerable children and marginalized youth at Trellis this year!

As 2020 shifted gears we knew that even more youth would need support, so with your help we reimagined Splash of Red to: Splash it Forward 2020. Despite there not being a grand gala this year, you rallied as a community to showcase your creativity, strength and resilience to raise funds for those in need.

As a result, we are pleased to report that together we have raised over \$697,000 in 2020.

We could not be more grateful for your generosity. Thank you for choosing to show up for our city's youth and families in 2020. You are making a tangible difference in the lives of youth experiencing homelessness, trauma and exploitation and we hope we can count on your continued support in 2021.

In 2020, better together has never meant so much as we made another big SPLASH for Calgary's vulnerable youth and families.

With gratitude,  
**Your 2020 Splash Committee!**  
*Ruth Beddoe, Elaine Frame,  
Barb Shaunessy, Sara Shaak,  
Holly Goulard and Murlyne Fong*



Splash of Red Committee - Elaine, Barb, Ruth, Sara, Holly, Murlyne

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## **“When I arrived at the shelter, it was the first time in a long time that I had felt safe and loved” – Shawntel, Splash of Red Youth Champion**



Shawntel and Jen. Jen was a caseworker when Shawntel stayed at Avenue 15, today she is supervising her practicum.

Shawntel spent six years in and out of Avenue 15, Calgary's only youth emergency shelter operated by Trellis. When Shawntel first arrived at Avenue 15 when she was only 12 years old.

Today Shawntel describes Avenue 15 as somewhere she felt safe and loved, and that safety became her access point to a sense of belonging, addiction recovery and education supports. Today Shawntel is a proud mother, working toward her social work degree, intent on helping other youth like her to thrive.



# Splash it Forward!

## 2020 By the Numbers:

186 Donors made 235 donations:

**\$697,253  
Raised!!**

### Thousands of warm and safe night's sleep for:

349 youth sheltered or housed,  
149 discharged to positive housing options  
145 diverted from experiencing homelessness!

### 564 Macrons baked and sold!

Increasing bicep strength  
and love shared.

### 100 Radio ads including:

377,000 impressions



**1200 km**

Cycled or Rollerbladed!



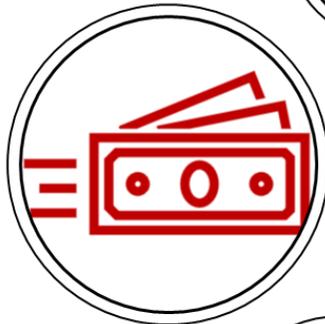
**26 Social media posts**

achieving 10,226 impressions.



### 6 Fundraising challenges:

12 auction items  
1 safely distanced dinner party  
3 fitness challenges  
1 Thanksgiving reimagined  
and delicious bake sales!



### 6 Committee members

who invested their hearts and souls into 200+  
hours of committee meetings, telephone calls and  
emails to friends, family and professional  
networks!





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## History:

Trellis was born when Boys & Girls Clubs of Calgary and Aspen Family & Community Network Society joined forces. Together we are one organization with countless ways to help.

## Built for today's challenges:

Trellis is a Calgary-based social services agency that grew from the amalgamation of Boys & Girls Clubs of Calgary and Aspen Family & Community Network Society on June 15, 2020. Growing from a combined history of 117 years, Trellis is building on the work of both legacy organizations to offer a comprehensive continuum of 33 programs for over 9,000 people each year designed to support children, youth, families and communities. The programs and services offered open a path upward for people from all sorts of backgrounds, including those caught at the intersection of society's most complex needs.

We work to end youth and family homelessness and create spaces for belonging and exploration in our community. We provide education and employment connections and ensure a safe home environment for youth and children whether that be through foster care, group care or in their own home. And we support deeper connections by meeting people where they are, across all cultures, languages and diversity spectrums.

Trellis is committed to empowering individuals and communities with the support they need to grow beyond life's challenges and reach their dreams.





## **Save the date!**

Leaning toward optimism and building on the last 15 years of incredible support,  
Splash 2021 is sure to be our best year yet!

**2021 Splash of Red Gala**  
**October 23, 2021**

## **Help us continue to Splash it Forward!**

To learn more about sponsorship or committee involvement please contact:

**Riley Fisher**  
Special Events Officer  
[rfisher@bgcc.ab.ca](mailto:rfisher@bgcc.ab.ca)  
[403-470-3819](tel:403-470-3819)



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