



# *Splash* *it Forward!*

## Impact Report 2021

“ It made me feel like I had a sense of belonging that I could have never achieved without me being here. ”





# Thank You!

Over the past 16 years, countless individuals, families, and businesses have donated generously to the lives of youth experiencing homelessness, trauma and exploitation through Splash of Red. This initiative has been our largest annual fundraising event and is paramount to fulfilling our mission.

In 2020, without a conventional event to leverage for fundraising, our community came together to raise more than \$697,000 for young people and families who rely on us. This remarkable gift has made waves within our programs and services during a challenging 20 months. Over that time, we have provided thousands of warm nights sleep for youth in shelter, diverted many individuals from homelessness, and supported those discharged to positive housing options, helping those like Hashim feel welcome, find their resilience, and grow to their full potential.

Despite ongoing uncertainty around the pandemic, Calgary has come together in an extraordinary way to recognize the importance of our work in our communities.

**Including a generous match, the 2021 Splash it Forward initiative has raised over \$901,700!**

Your generosity is received with such heartfelt

gratitude.

Because of you, young people and families are receiving the support they need in the most uncertain time of their lives. Thank you for raising your hand, stepping up and joining us in our work to help create generational change.

On behalf of the Trellis Society team, we cannot thank you enough for your support. My commitment to you, is that we will do our part to humbly serve and leverage your efforts for the young people and families we serve into health and growth for every person who walks through a Trellis door.

Sincerely,

Jeff Dyer  
CEO, Trellis Society



**Your wave of support remains steadfast to end youth homelessness. Thank you!**

Acting in the face of uncertainty has been a defining theme in 2021 and with your help we were able to forge ahead with Splash it Forward. Our ability to continue through a pandemic without cancelling fundraising is because you rallied as a community to showcase your strength and resilience to raise funds for those in need. Thank you to all who donated and made this year's auction, raffle, sponsorship program, and safe fundraising events possible. We could not be more grateful for your generosity.

**We are thrilled to report that together we raised \$901,710.45 through Splash it Forward 2021!**

Your support makes a world of difference to youth experiencing homelessness, trauma and exploitation.

Thank you for making the biggest SPLASH yet for Calgary's vulnerable youth and families.

With gratitude,

**On behalf of your  
2021 Splash Committee!**

*Ruth Beddoe, Elaine Frame, Barb Shaunessy, Holly Goulard, Sara Shaak, and Murlyne Fong*

Please take a moment to complete this quick survey. Your input will help us collaborate on a thoughtful way to Splash it Forward in 2022.





# HASHIM'S STORY

**Youth facing homelessness often carry the weight of family breakdown and trauma. Trellis offers more than 30 programs to support youth, individuals and families in Calgary, Avenue 15 is one of these programs. At Avenue 15, every youth is offered a safe, supportive environment where they can heal and begin to build a strong future beyond their experiences of homelessness. This was the experience for one youth named Hashim, and his story of resilience is made possible by donors like you, thank you!**



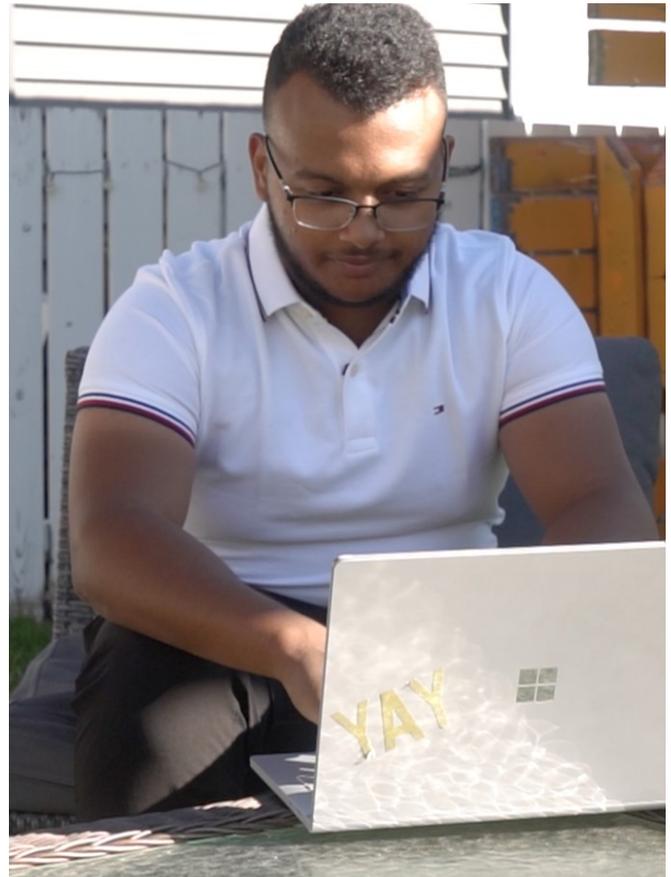
When Hashim arrived at Avenue 15, he struggled with trauma and anxiety. It came to the point where Hashim’s mental health was affecting his daily life, responsibilities and overall happiness.

“I was having a hard time to see myself, open up to people and express my opinion,” Hashim says. “I was always thinking about why I got here, not what I should be doing to continue on.”

As Hashim began working with his case worker Ally, he was able to share honestly about his mental health and take steps towards his wellbeing. Hashim also started to think about his own happiness and what he wanted for his future.

Thanks to the Trellis team’s guidance and care, Hashim experienced transformational growth and healing. Today, Hashim is living independently and continues to work with our Youth Transitioning to Adult program as he pursues his dream of becoming a business owner.

With your help, more young people like Hashim will feel seen, loved and grow to their full potential.



“ It made me feel like I had a sense of belonging that I could have never achieved without me being here. ”



SCAN TO WATCH  
HASHIM’S STORY

# OUR IMPACT TOGETHER

## Fundraising Initiatives...



AUCTION



WESTJET  
RAFFLE



SAFELY  
DISTANCED  
EVENTS



INTIMATE  
CONCERTS



BUSINESS  
PARTNERSHIPS

180 DONORS MADE 247 DONATIONS, FOR A TOTAL OF:

**\$901,710.45** RAISED FOR VULNERABLE  
YOUTH & FAMILIES



Thousands of warm & safe night's sleep for youth!

**108**

Youth were supported in preventing or ending their experience with homelessness through Aura, Infinity and Homefire housing programs

**2816**

Bed nights provided within Avenue 15, and 139 youth were discharged to positive destinations. Avenue 15 is Calgary's only youth emergency shelter run by Trellis Society.

**179**

Youth were diverted from experiencing homelessness through shelter diversion and natural support work.



24 SOCIAL MEDIA POSTS  
11,052 IMPRESSIONS



100 RADIO ADS  
377,000 IMPRESSIONS



7 VOLUNTEER  
COMMITTEE MEMBERS

Thank you to our generous sponsors:

**WESTJET**



**PETRONAS**

**Hillcrest**



# *Splash* *it Forward!*

The Splash it Forward Volunteer Committee is recruiting passionate Calgarians to join their fun and engaging group committed to ending youth homelessness, trauma and exploitation!

**POSITION DETAILS INCLUDE:**

COMMITTEE MEETINGS (Apr—Nov, Flexible attendance options)

PARTICIPATION OPTIONS INCLUDE, BUT ARE NOT LIMITED TO:

Marketing and communications strategizing

Sponsorship/Auction item procurement

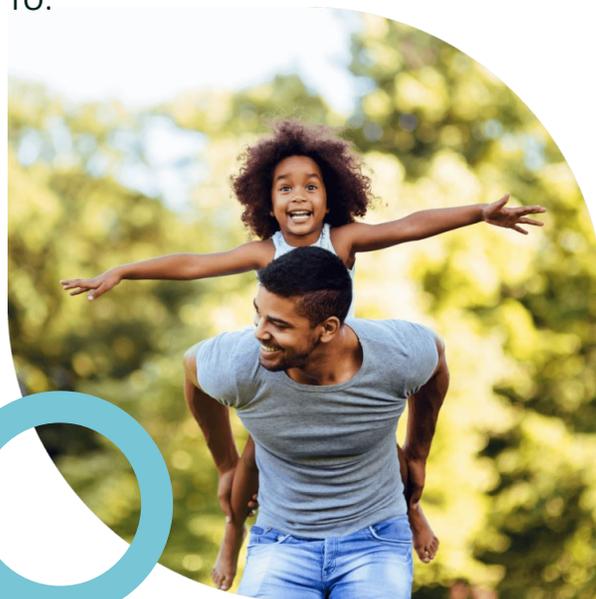
Building community connections

Creative and collaborative event planning

Ticket sales

Tour Trellis Society programs

**Committee involvement supports youth and families healing from homelessness, trauma and exploitation and prevents others from having similar experiences.**



**Join us and be a force for good!**

For more information, please contact Riley Yeager, Trellis Development Officer at [ryeager@growwithtrellis.ca](mailto:ryeager@growwithtrellis.ca), or 403.470.3819.





Trellis Society for Community Impact is a Calgary-based social services agency operating in every quadrant of Calgary and surrounding area. Together, we are meeting people caught at the intersections of society's most complex challenges, including social isolation, homelessness, trauma, and exploitation. We are committed to empowering individuals and communities from every culture, gender and life experience to grow beyond life's challenges and reach their potential.

For more information, please contact:

**Riley Yeager (she/her)**  
**Special Events Officer**  
[ryeager@growwithtrellis.ca](mailto:ryeager@growwithtrellis.ca)  
**403-470-3819**



Charity # 10680 4669 RR0001  
[www.growwithtrellis.ca](http://www.growwithtrellis.ca)

## Save the Date!

**SPLASH GALA 2022**  
**SATURDAY, OCTOBER 22**

**Building on the last 16 years of remarkable support, Splash 2022 is sure to be amazing!**

**We want to hear from you, please take some time to fill our events survey and help make Splash 2022 the best it's ever been!**

