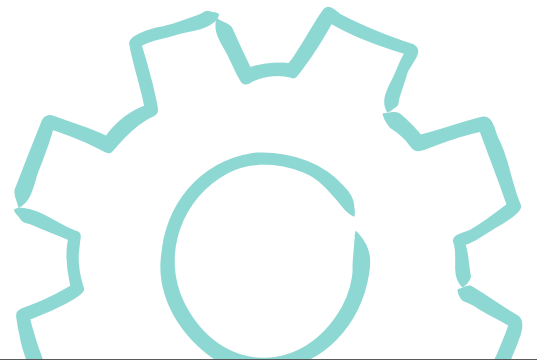


fusesocial

2025
Annual Report



Committed to **strengthening** the
Wood Buffalo social profit sector

MESSAGE FROM OUR EXECUTIVE DIRECTOR AND BOARD CHAIR

As we reflect on 2025, we are proud to share a year defined not only by the work we delivered, but by the intentionality behind it. This past year, FuseSocial made a deliberate shift in how we invested our time and resources. Rather than expanding the number of programs we offer, we focused our energy on strengthening the quality and impact of our core areas of work, ensuring the individuals and organizations we serve receive meaningful, transformative support.

Internally, 2025 was one of our strongest years yet. We are proud to report our highest levels of staff tenure and retention in recent memory, with several team members completing advanced coursework in leadership, governance, and facilitation. This investment in our team was reflected in practice, with a reduced reliance on external facilitators and a growing ability to draw on the skills and expertise within our own walls. A strong, stable team is foundational to everything we do, and the investment our staff make in their own professional growth is directly reflected in the quality of support we bring to the sector.

We also want to take a moment to recognize the social profit sector as a whole. 2025 brought a shifting funding landscape that required difficult decisions, increased time dedicated to fund development and grant writing, and a continued commitment to team resilience. The leaders and their teams who show up every day for this work are the backbone of the Wood Buffalo community, and their dedication does not go unnoticed.

The Board remains firmly committed to ensuring FuseSocial has the strategic vision, governance, and resources needed to support and lift the sector. As an organization entrusted to strengthen the social profit sector, we hold that responsibility with great care.

To our partners, funders, volunteers, and community members — thank you. Your continued trust and investment in this work make it possible. Together, we are building a more connected, capable, and resilient Wood Buffalo.

Yours in Collaboration,

Shannon Rex | Executive Director

Thomas Hopkins | Board Chair



FuseSocial staff and board members gather to celebrate the social profit sector at the 2025 Heart of Wood Buffalo Awards.



IN THIS REPORT

01 OVERVIEW

02 IMPACT HIGHLIGHTS

03 PROGRAMS

Leadership Wood Buffalo
Training and Development
Volunteer Engagement
Shared Services
Board and Governance
Enhancing Collaboration
Community Engagement

12 OUR NEXT CHAPTER

13 PARTNERS

14 FINANCIALS

15 THE FUSE CREW



OVERVIEW

FuseSocial is a nonprofit organization that exists to support and strengthen the nonprofit sector in Wood Buffalo. We work alongside nonprofit leaders, staff, boards, and volunteers to build capacity, develop leadership, and create lasting community impact.



MISSION

To strengthen the social profit sector.



VISION

A thriving Wood Buffalo with remarkable and sustainable social profits.



VALUES

- Bold
- Collaborative
- Inclusive
- Accountable
- Agile

OUR STRATEGIC PRIORITIES



build capacity

Build, deliver, and continuously evaluate programs and services to strengthen the Wood Buffalo social profit sector.



foster relationships

Invest in people to develop an informed and engaged collaborative social profit network.



look inward

Commit to the development of internal strength and focus on sustainability.

2025

IMPACT HIGHLIGHTS

VOLUNTEERISM

11,761

Volunteer hours completed through WBVolunteers.ca

1,392

New volunteers recruited through WBVolunteers.ca

LEADERSHIP AND GOVERNANCE

20

Leadership Wood Buffalo graduates

21

People completed Alberta Board Member Essentials training

28

Board training sessions delivered



EDUCATION

138

People attended training and development sessions

58

Organizations engaged their staff and leadership in FuseSocial training

SHARED SERVICES

2,295

Hours of support delivered to Shared Services clients

23

Organizations built capacity through our Shared Services program

CONVENING

51

Times we gathered for roundtables, special projects, and sector advancement

18

Tomorrow Project meetings were facilitated by FuseSocial

LEADERSHIP WOOD BUFFALO



(From left to right)

First Row: Aimee Reid, Amy Arendt, Blair Francis, Erica Augustine, Holly Hashimi, Jamie Germain

Second Row: Lawrence Franklin, Lisa Gardham, Crystal Mills, Kayla Erlandson, Marlon Clarke, Victoria Lizee

Third Row: Natasha Green, Raj Vasal, Rasha Hassan, Roxanne Andras, Stephanie Mackenzie, Tiffany Stagg

Fourth Row: Yoojin Choi, Ashley Hearn

ABOUT THE PROGRAM

Intentionally designed to build confident, community-minded leaders.

Leadership Wood Buffalo (LWB) is a nine-month cohort-based leadership development program for people who want to make a difference in the RMWB. Through hands-on learning, community action projects, and connection with local leaders, participants build the skills and confidence needed to lead change in Wood Buffalo.



In 2025, we launched the Leadership Legacy Fund - a strategic donor program channeling contributions directly to the LWB program. The Fund supports emerging community leaders through scholarships, experiential learning opportunities, Community Action Days, and formal recognition of participants' contributions. In its inaugural year, the Fund welcomed 13 founding donors.

Through a powerful blend of practical strategies and collaborative learning, the program has empowered me to lead with purpose, foster inclusivity, and drive meaningful change. I've gained invaluable insights into team dynamics and conflict resolution, enriching my personal growth while enhancing my ability to contribute effectively to community initiatives. Today, I am more motivated than ever to inspire, engage, and mobilize others, creating a lasting ripple effect that strengthens and uplifts those around me.

- 2024-2025 LWB Graduate

TRAINING AND DEVELOPMENT

At FuseSocial, we believe organizations are strongest when staff and leadership are equipped with the knowledge and skills they need to effectively lead change and fulfill their roles to the best of their abilities. We offer complimentary and low-cost training and development opportunities to nonprofits across the region. We strategically offer trainings, workshops, and series that cover an array of topics that are important to the sector, informed by survey feedback and based on conversations with stakeholders.

TRAINING OFFERED TO THE SECTOR IN 2025

Age Sensitivity with St. Aidan's Society (x3)
AI for Nonprofits (series)
Alberta Board Member Essentials (x2)
Board Member Lifecycle
Building Strong Foundations: Bylaw Review and Revision Workshop
Closing With Care: Financial Planning for Social Profits
Cyber Liabilities for Boards
Cybersecurity Awareness
Director & Officer 101
Directors & Officers Insurance
Entry-Level Management
Environmental Risk & Resilience
Evaluating & Supporting Your Executive Director
Financial Risk & Safeguards
Grant Applications Support: Fine-Tuning and Feedback Workshop
Indigenous Awareness Training

Intermediate First Aid
Intro to Public Speaking
Leading With Clarity: Performance Management Made Practical
Legislative Readiness
Lifestyle Hacks for Preventing Burnout
Mental Health at Work
Microsoft OneNote, SharePoint, Excel
Pitch Perfect: Mastering Grants With Funders
Pride Inclusivity Workshop
Ready Rating Overview With Red Cross
Stakeholders & Community Engagement
The Board's Role in Executive Director Success
The Board's Role in Financial Stewardship
The Essentials of Social Profit Membership
Video Basics: Empowering Your Creativity
Volunteer Team Lead Training



Public Speaking with Jen Vardy



I personally have gained so much knowledge and information from all the sessions that FuseSocial has offered! I always have a great time going to the training sessions. I know our team will be looking at joining a few other sessions coming up!

- FoodBank Staff

VOLUNTEER ENGAGEMENT

Our volunteer engagement program supports the sector by connecting community volunteers with organizations that need them. Throughout the year we host volunteer appreciation events and training so volunteers feel seen and supported.



This program has been funded by NorthStar Ford since 2022.



WOODBUFFALOVOLUNTEERS.CA

An all-in-one volunteer engagement platform, woodbuffalovolunteers.ca is utilized by both organizations and community members. Organizations engage and recruit volunteers, and share upcoming volunteer opportunities. Community members can sign up for volunteer shifts that align with their interests and values and create a user profile to track their hours and build a personalized volunteer resume.

In 2025 the platform saw significant engagement and growth!



- 11,761 volunteer hours were logged through our website
- 1,392 new users signed up bringing the total users to 11,783
- 19 new nonprofits started sharing their volunteer shifts bringing the total to 184
- The impact value of all volunteer hours in 2025 equates to \$323,217

GROWING YOUTH VOLUNTEERISM

In 2025, our team focused on growing a love of volunteerism in our community's younger population: **Give Back, Get Back (GBGB)** for High School Students and **Give Back, Get Started (GBGS)** for Elementary Students. Building off of the success of the high school program, we launched the elementary program, introducing students to the world of volunteerism, including its impact on community, their skill development.

- 500 students across 12 schools attended GBGB and GBGS presentations

Thank you Enbridge for supporting GBGB & GBGS in 2025!



I really appreciate that FuseSocial [has] opportunities. I am 10 years old, but I will have a grown-up to help me volunteer. How do I know? It is because these 2 nice [FuseSocial] ladies came to my school and told me about FuseSocial. The ladies' names are [Shelley and Brenna]. They said they come to all grade 5 classes to tell them about volunteering.
- Grade 5 Student

TARGETED VOLUNTEER RECRUITMENT

In 2025, we helped two organizations recruit, check-in, and provide hospitality to volunteers for large-scale fundraisers and events. This included more than 300 volunteers each for both the Athabasca Tribal Council Cultural Festival the Northern Lights Health Foundation Festival of Trees.



Festival of Trees



ATC Cultural Festival photos taken by Moccasin Media



CELEBRATING VOLUNTEERISM

National Volunteer Week

Every year, the third week of April marks National Volunteer Week (NVW) across the country. The NorthStar Ford Wood Buffalo Volunteer Centre plans and facilitates appreciation events, opportunities to volunteer, and spotlights organizations and volunteers across the community. The theme for 2025 was "Volunteers Make Waves" and the schedule of events included:

**VOLUNTEERS
MAKE
WAVES**

- Promotion of the Food Bank's Spring Food Drive
- Volunteer appreciation brunch at Earls
- Launching the Give Back, Get Started program for elementary school students
- Volunteer appreciation swim day at MacDonald Island Park
- Community Cleanup downtown
- Closing celebration at the YMM Airport
- Get Involved Wood Buffalo community event

Thank you to our partner sponsors for National Volunteer Week 2025!



Volunteer Fest



For Volunteer Fest 2025 we partnered with the Wood Buffalo Food Bank's Empty Bowls Festival. Over 700 community members attended the event to support both causes and learn how to get involved with volunteerism locally. Five awards were given at the event:

- Youth Volunteer – Meah Furlong
- Newcomer Volunteer – Gabriel Espinoza
- Group Volunteer – Kinette Club
- Senior Volunteer – Ray Samson
- Unsung Hero – Alana Mulhall



Volunteer Fest Award Recipients

A FRESH NEW LOGO FOR 2026



SHARED SERVICES

Nonprofit teams are stretched thin.

Between managing programs, people, and day-to-day operations, it can be difficult to find the time and expertise needed to handle human resources, marketing, and program evaluation effectively. That's where Shared Services comes in.

GROWING SUPPORT IN 2025

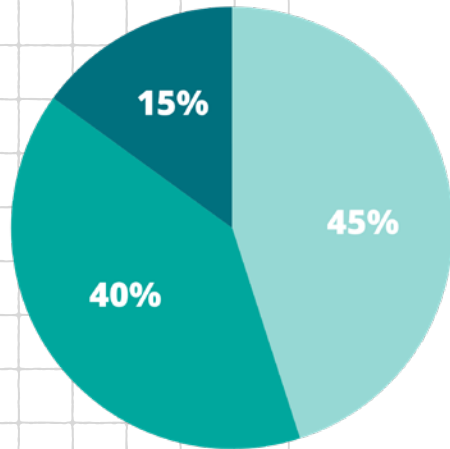
In 2025, our team of three shared services business partners supported **23** unique organizations, for a total of **2,295** hours of both strategic and operational support across Wood Buffalo. **Seven** of those organizations were new clients to FuseSocial. This proven expertise helps build capacity within their organizations and allows our clients to focus on programming, client-facing work, and operations.



As a small agency without dedicated HR or accounting departments, having FuseSocial as an external support has been incredibly impactful. They consistently provide expert guidance on human resources, payroll and financial management, and legal obligations. FuseSocial's support has improved our operational resilience by helping us ensure fair, compliant, and transparent workplace practices.

- Big Brothers Big Sisters

SHARED SERVICES HOURS BY TYPE OF SUPPORT PROVIDED



- Marketing & Communications
- Human Resources
- Evaluation & Social Research



Marketing and Communications work samples produced for Shared Services clients in 2025. Organizations can utilize their marketing hours for assistance with social media content, digital ads, annual reports, brochures, campaign and event collateral, communications planning, website design, and more.

BOARD AND GOVERNANCE

FuseSocial helps nonprofit boards build confidence, skills, and effectiveness through practical governance support and training.

Nonprofit boards play a critical role in guiding organizations—but governance can be complex. From understanding roles and responsibilities to navigating strategy, risk, and decision-making, many boards are looking for practical support to work more effectively.

We support nonprofit boards in the following ways:

1. AS SHARED SERVICES CLIENTS

Organizations can utilize our Shared Services program to access flexible, hands-on governance and strategy support for strategic planning, bylaw and board policy review and revision.

2. ALBERTA BOARD MEMBER ESSENTIALS TRAINING

Alberta Board Member Essentials (ABME) equips new and experienced board members with the knowledge and practical skills they need to guide their nonprofit organization with confidence, integrity, and impact. **In 2025, we certified 21 people through ABME.**

3. CUSTOM MICRO TRAINING

Short, predesigned learning sessions that strengthen board effectiveness. Each session was 15 to 30 minutes, delivered in person by our Governance Manager, and designed to meet boards where they are. This was a new offering introduced to the sector at the end of 2025.



fusesocial
PRESENTS

MISSION: PREPARED

BOARD MEMBER PREPAREDNESS TRAINING

In 2025, we offered **Mission: Prepared - Board Member Preparedness Training**, a week-long intensive program for board members. Participants had access to a keynote event by Kimberly Lyall, seven virtual learning sessions facilitated by experts, and earned a ticket to the Municipal Candidate Forum to network with other changemakers in the region. Trainings delivered include:

- **Board Member Lifecycle - recruitment, retention, and succession planning**
- **Cybersecurity Awareness**
- **Legislative Readiness**
- **Evaluating and Supporting Your Executive Director**
- **Environmental Risk and Resilience**
- **Financial Risk Safeguards**
- **Directors and Officers Insurance**
- **Cyber Liabilities for Boards**

ENHANCING COLLABORATION



STRENGTHENING COMMUNITY THROUGH COLLECTIVE ACTION

Since 2020, the Tomorrow Project has continued to bring social profit agencies and subsector groups together to address the complex, systemic challenges facing the social profit sector in Fort McMurray Wood Buffalo.

The Senior Subsector Collective made significant progress in 2025, moving the needle to strengthen the collective effort to enhance quality of life for seniors in our region. Their work has taken a holistic view to address challenges, examining how the determinants of healthy aging – housing, transportation, social connection, access to care, cultural inclusion, and system navigation – shape the quality of life for seniors.

TRANSFORMING SERVICE DELIVERY FOR SENIORS

BEFORE: Fragmented Approach

- Agencies working in silos with limited coordination
- Duplicated services in some areas, gaps in others
- Seniors navigating complex, disconnected systems
- No shared measurement or accountability
- Cultural and language barriers unaddressed
- Reactive rather than preventative approach



AFTER: Collective Impact Model

- Eight agencies aligned around shared goals and vision
- Strategic role clarity reducing duplication and gaps
- Path Card and centralized navigation for seamless access
- Coordinated measurement framework and shared reporting
- Culturally grounded, equity-focused service delivery
- Proactive, community-designed, evidence-informed action



PROVINCIAL RECOGNITION FOR COLLECTIVE IMPACT



FuseSocial and the Wood Buffalo Seniors Subsector partner organizations were recognized with a 2025 Minister's Seniors Service Award for their collective impact through the Tomorrow Project. This honour reflected the shared commitment of nine local organizations in supporting older adults and Elders across the region. Working together, these partners completed a robust planning process to develop the Seniors Strategic Plan for Wood Buffalo, ensuring older adults had access to the resources, programs, and advocacy needed to thrive.

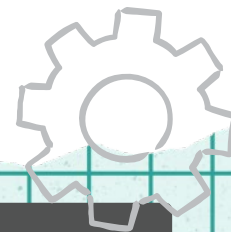
Founding Partners: St. Aidan's Society, Golden Years Society, YMCA of Northern Alberta, Nistawoyou Association Friendship Centre, Multicultural Association of Wood Buffalo

Additional Partners: Some Other Solutions, Royal Canadian Legion McMurray Branch 165, McMurray Métis

ENHANCING COLLABORATION

COLLABORATIVE ROUNDTABLES

FuseSocial facilitates ongoing sector collaboration through a series of recurring roundtables, providing structured opportunities for nonprofit professionals across Wood Buffalo to share knowledge, navigate challenges, and strengthen cross-organizational relationships.



The **Executive Director Roundtable** convened **9 sessions** throughout the year, engaging **21 participants** from across the sector in peer-based dialogue and shared leadership support.

The **Interagency Roundtable** met bimonthly, with attendance ranging from **12 to 24 participants** per session and representation from **36 unique organizations** across all six gatherings — reflecting broad and consistent sector engagement.

HOSTING THE NONPROFIT-CENTERED MUNICIPAL CANDIDATES FORUM



In advance of the 2025 Municipal Election, FuseSocial was proud to host a Candidates Forum designed to strengthen connections between local election candidates and the nonprofit sector. The event provided a valuable platform for meaningful dialogue, giving nonprofit leaders and community organizations the opportunity to hear directly from those seeking public office about their priorities, perspectives, and commitment to supporting the sector.



The forum welcomed **19 council candidates, one mayoral candidate**, and approximately **60 representatives from the nonprofit sector** creating a robust discussion on issues impacting community organizations such as community investment, nonprofit sustainability, partnership opportunities, and the role of local government in fostering a vibrant and resilient nonprofit sector.

The forum demonstrated the strength of civic engagement within our community and reinforced the importance of informed decision-making during the election process. By facilitating respectful and constructive conversations between candidates and nonprofit stakeholders, the event helped elevate the voice of the sector and highlighted the critical role nonprofits play in enhancing quality of life across our region.

COMMUNITY ENGAGEMENT

THE HEART OF WOOD BUFFALO EXCELLENCE AWARDS

Celebrating the achievement of leaders, philanthropists, volunteers, and organizations since 2011!

The Heart of Wood Buffalo Excellence Awards proudly celebrates the accomplishments of changemakers in our region. The contributions of nominees range from supporting vulnerable populations, delivering recreational and wellness programs, to spearheading community-driven initiatives — each exemplifying what gives heart to Wood Buffalo.



G.O.A.T. MECHANICAL SERVICES

2025 Presenting Sponsor:



2025 RECIPIENTS

Social Profit Leadership Award: Norma Jean Atkinson (Oil Sands Rotary Music Festival)

Board Leadership Award: Kate Buczulak (The Hub Family Resource Centre)

Philanthropy Award: RE/MAX Connect

Community Impact Award: The Hub Family Resource Centre

Newcomer Engagement Award: Ebenezer Olowo (Keyano College)

Volunteer Recognition Award: Nishka Rai

Collaboration of the Year Award: Ukrainian Newcomer Settlement Committee

Advocate for Action Award: Lasha Barbosa



HOW WE SHARED & COMMUNICATED

Our digital presence and communication were essential in fostering meaningful connections with our stakeholders. Through a strong online presence, combined with out-of-home digital campaigns throughout the year, we shared upcoming programs and offerings, organizational updates, and important sector news in a timely and impactful way.

Our digital and direct communication channels experienced continued growth across all social media platforms throughout the year. While our more established platforms, Facebook and our digital newsletter FuseFlash, maintained the largest audiences, our Instagram channel (launched in 2024) demonstrated particularly significant growth.



Increase in growth across digital platforms



4% followers
80% visits
150% interactions



37% followers
2.3K visits
35% reach



14% followers



10% subscribers
3% total sends

OUR NEXT CHAPTER



The new office is located in the heart of downtown Fort McMurray at 10010 Franklin Avenue, adjacent to Kiyām Community Park. The relocation will take place in June of 2026.

In 2025, FuseSocial achieved a major milestone in strengthening the organization’s long-term financial sustainability by securing ownership of our own building, which was made possible through the generosity of an anonymous donor.

The move also enables FuseSocial to offer affordable office space to social profit organizations in the community. The new facility features ground-floor training space, enhanced accessibility, and a dedicated location for the Wood Buffalo Volunteer Centre, improving visibility and access for community members seeking volunteer opportunities across the region.

The move reflects FuseSocial's continued commitment to serving the Wood Buffalo social profit sector and is supported by its core funders: Suncor, the Regional Municipality of Wood Buffalo, the Government of Alberta, and NorthStar Ford, whose ongoing investments have enabled the organization to grow alongside the evolving needs of the sector.



A COMMUNITY ENGAGEMENT PLATFORM FOR ALL

The merger of two of Wood Buffalo’s most established community engagement platforms, WoodBuffaloVolunteers.ca and the MAC Calendar, marked a significant step forward for regional collaboration in 2025.

Previously operated by St. Aidan’s Society since 2014, the MAC Calendar has served over 102,000 active users, while WoodBuffaloVolunteers.ca connects more than 11,000 registered volunteers with opportunities across the region. FuseSocial will assume management of the unified platform, creating a single digital gateway for community events, volunteer opportunities, volunteer rewards, and ticketing services.

The merger reflects a shared commitment to collaboration and capacity building within the social profit sector, delivering improved data management, expanded service capacity, and a more scalable model for community engagement across the region.



LOVEWB

powered by **fusesocial**

The LoveWB logo combines two overlapping hearts to represent community and connection. Where they intersect, a geolocation pin emerges—symbolizing a place, belonging, and the idea that LoveWB is “home” for everything happening in Wood Buffalo. Together, the icon resembles a “W” for Wood Buffalo. This fusion of shapes underscores our purpose: to bring people and opportunities together in one central hub. The “powered by FuseSocial” signature reinforces credibility and ensures continuity with FuseSocial’s commitment to a thriving Wood Buffalo.

Thank You FUNDERS, PARTNERS, DONORS



CORE FUNDERS



PROGRAM FUNDERS



EVENT SPONSORS



COLLABORATIVE PARTNERS

ABNN
Alberta 55+ Games
Fort McMurray Public School District
Rural Sharing Network
Wood Buffalo Regional Labour Committee

INDIVIDUAL DONORS

Shannon Rex
Melanie Drever
Sara Pieroway
Cliff Dimm
Janice Dyer
Jon English
Marcey Rosser

LEADERSHIP LEGACY FUND DONORS

Ashley Hearn
Crystal Mercredi
Eugene Carnegie
Jennifer Vardy
Julie Carter
Kaitlyn Campbell-Edwards
Katie Sullivan
Melanie Asher
Rhonda Robinson
Rolando Inzunza
Shannon Rex
Shawna Huxter
Thomas Hopkins

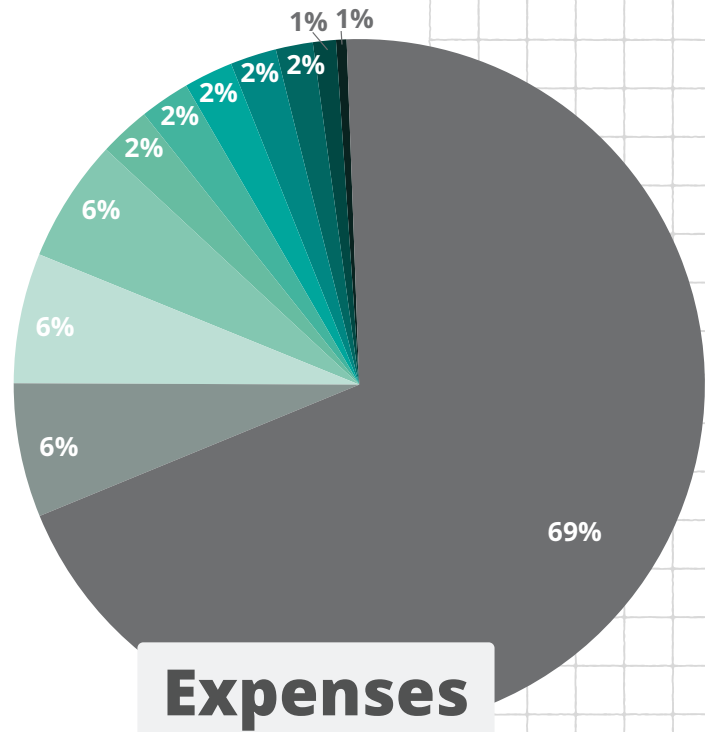
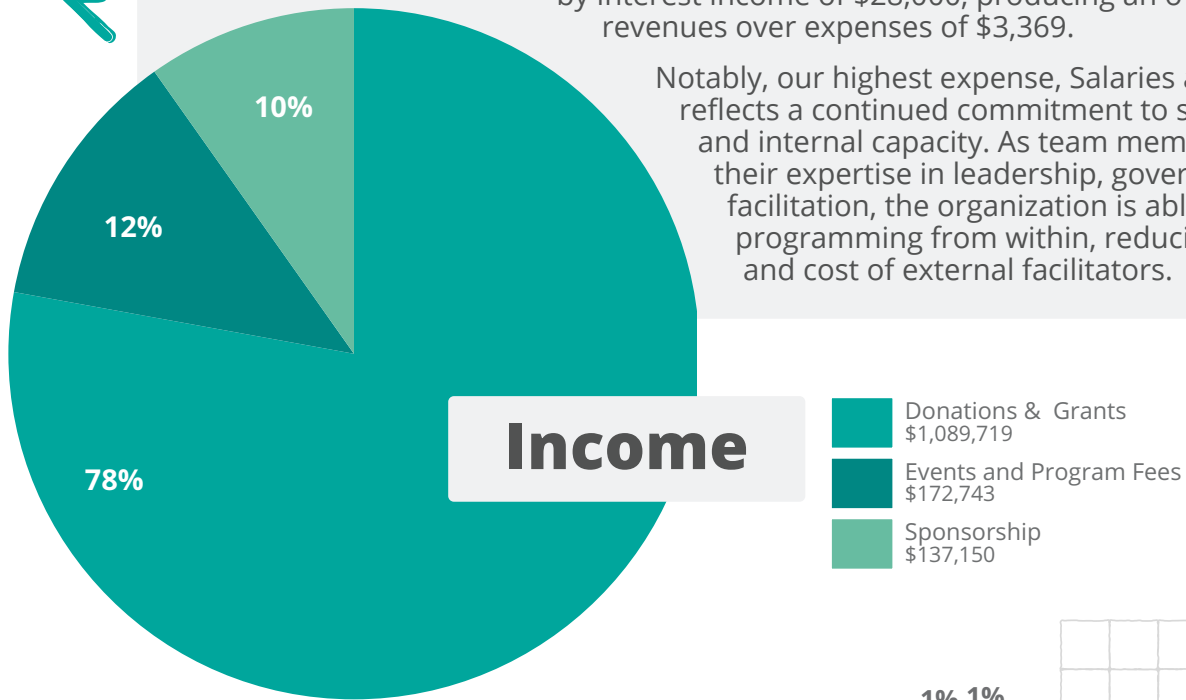
2025 FINANCIAL SNAPSHOT



Total revenues decreased by 1.4% in 2025, while total expenses decreased by 1.7%, resulting in a net surplus of \$3,369.

Operations resulted in a deficiency of \$24,631, which was offset by interest income of \$28,000, producing an overall excess of revenues over expenses of \$3,369.

Notably, our highest expense, Salaries and Wages, reflects a continued commitment to staff retention and internal capacity. As team members advance their expertise in leadership, governance, and facilitation, the organization is able to deliver more programming from within, reducing the need for and cost of external facilitators.



2025 FUSE CREW



Shannon Rex
Executive Director



Shawna Huxter
Capacity Building
Programs Director



Melanie Drever
Operations Director



Jamie Slugoski
Operations Coordinator



Melanie Asher
Manager, Leadership &
Governance



Brenna Kimball
Manager, Volunteerism



Sara Pieroway
Marketing &
Communications Specialist



Kassandra Felix
Human Resources
Business Partner,
Shared Services



Amy Arendt
Marketing &
Communications Business
Partner, Shared Services



Christopher Cameron
Evaluation & Social
Research Business
Partner, Shared Services



Special thank you to the following team members who also contributed to a successful 2025:

- Shelley Hann, Coordinator, NorthStar Ford Wood Buffalo Volunteer Centre
- Alana Hansen, Manager, Leadership Development and Special Projects
- Madison Walsh, Summer Student
- Ella Awojobi, Human Resources Business Partner, Shared Services
- Ivy Kiambi, Programs Assistant



2025-2026 BOARD OF DIRECTORS



Thomas Hopkins
Board Chair



Janice Dyer
Vice Chair



Jon English
Treasurer



Sundas Shamshad
Director



Laura Walford
Director



Rhonda Hite
Director



Jordan Jamieson
Director



Marcey Rosser
Director

Thank You

for your leadership, continued support of our team and dedication to our mission of strengthening the Wood Buffalo social profit sector

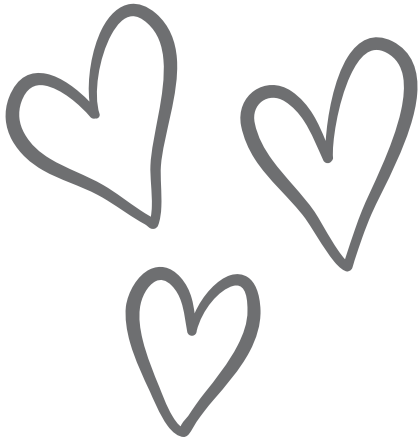
FUSE CREW VOLUNTEERS

Heart of Wood Buffalo Selection Committee

Ebenezer Olowo
Janeen Samson
Jennifer Vardy
Melanie Asher
Sianna White
Tiffany Stagg

LWB Advisory Committee

Nicole Stagg
Maria Granger
Melanie Drever
Cait Kimball
Alexandra Tarasenco
Heidi Gould
Kaitlyn Campbell-Edwards



fusesocial

10010 Franklin Avenue Fort McMurray, AB T9H 2K6

 fusesocial.ca

 hello@fusesocial.ca

 780.791.9333

@fusesocialymm

