



2022 **fuse**social annual report



Committed to *strengthening* the
Wood Buffalo social profit sector

Bar 1 (Lightest Green)

Bar 2 (Medium-Light Green)

Bar 3 (Medium Green)

Bar 4 (Darkest Green)

Bar 5 (Darkest Green)

contents

- 1 a message from our executive director**
- 2 about fusesocial**
- 3 training and development**
- 4 board support**
- 5 executive director elevation**
- 6 shared services**
- 7 NorthStar Ford Wood Buffalo Volunteer Centre**
- 9 leadership wood buffalo**
- 11 heart of wood buffalo excellence awards**
- 13 convergenceYMM**
- 14 the tomorrow project**
- 15 2022 financials**
- 16 strategic partnerships**
- 17 fusecrew and board of directors**
- 18 sponsors and funders**

a message from our executive director

2022 marked a big year of transition across our social profit sector. While many of us were thrilled to finally begin to see a light at the end of the Covid-19 tunnel, the return of in-person programming and events not only brought new opportunities, but new challenges as well.

We saw the greatly anticipated return of in-person programs, services and events at social profit organizations across Wood Buffalo, and it has been so wonderful to be able to connect face-to-face with so many of our colleagues, community partners and volunteers. At the same time, we heard from volunteers and staff that their personal capacity for engagement had diminished compared to pre-pandemic levels. The return to in-person work, in-person activities for adults and for children, school, extra curriculars and social events highlighted the pandemic's impact on "social stamina" – some have been re-energized by the return to normalcy, while others have struggled to keep up while maintaining their personal and family wellness and balancing competing commitments.

Throughout 2022, FuseSocial has continued to look inward and prioritize the development of our board members, leaders, staff and volunteers so we can remain equipped to effectively support our partners across the social profit sector as they too, work to build and re-build capacity within their post-pandemic teams and organizations. We know that needs of organizations are on the rise, and we continue to be intentional in prioritizing that evaluation, development and growth of programs and services in the areas of leadership, volunteerism, board support and governance.

I am incredibly proud of the ongoing commitment and dedication to development that our staff and volunteers have displayed this past year and look forward to continued growth in 2023 and beyond.



Shannon Rex

Executive Director,
FuseSocial

about fusesocial

FuseSocial formed in 2013 with the merging of three philosophically and practically like-minded organizations. By forming one agency, FuseSocial could begin to familiarize collective impact, collaboration and social innovation while continuing to deliver our great programs.

Today, we offer an array of programs and services for the social profit sector of Fort McMurray Wood Buffalo with the following vision and mission as our guide:

vision

A thriving Wood Buffalo with remarkable and sustainable social profits.

mission

To strengthen the Wood Buffalo Social profit sector.

values

bold
accountable
inclusive
collaborative
agile



training and development

23 training and development sessions were offered

For the first half of 2022, we were met with the unique challenge of balancing in-person and virtual training. Having individuals come together to learn at our new office space in our dedicated training room was our primary goal. It is no surprise that engagement and retention is increased with in-person gatherings.

Based on feedback from our stakeholders we focused our training around the following themes:

- Operational Excellence
- Working with People
- Board Governance

315 unique individuals attended our training and development sessions

Examples of the sessions offered include Microsoft Office technical training, mental health in the workplace, diversity, equity and inclusion training, board governance, change management and fund development for boards.

the truth before reconciliation series

In 2022, we partnered with Jes Croucher, okanawêyihcihkêw (the one who takes care of things), of Pawâmiw Creative to deliver a new training titled, "Truth Before Reconciliation: An Indigenous Cultural Learning and Sharing Series."

This series was designed to support social profit leaders' learning journey of enhanced Indigenous cultural awareness and understanding. In leadership, capacity and intention when it comes to Indigenous engagement influences how an organization works and interacts within the community. This series aimed to provide leaders with tools and support needed to build a foundation of cultural awareness and respect.

Throughout the year, participants attended five workshops where they explored their individual and collective responsibilities as leaders in Wood Buffalo under the guidance of a local Indigenous Elder or advocate.

Topics covered included:

Residential Schools
TRC: 94 Calls to Action
Indigenous Allyship
Treaties and Land Acknowledgement
Moving Forward in Truth



Participant Review

"Please have this over and over again. I will recommend to everyone I know. Thank you so much - it was amazing! The sharing circles are so powerful."

board support

The FuseSocial Board Support program is ever-evolving, as the unique needs of Wood Buffalo social profits change.

The Board Support program aims to deliver accessible, high-quality resources and fundamentals to volunteer board members of social profit organizations, to ensure they can continue to be successful within their mandated missions.

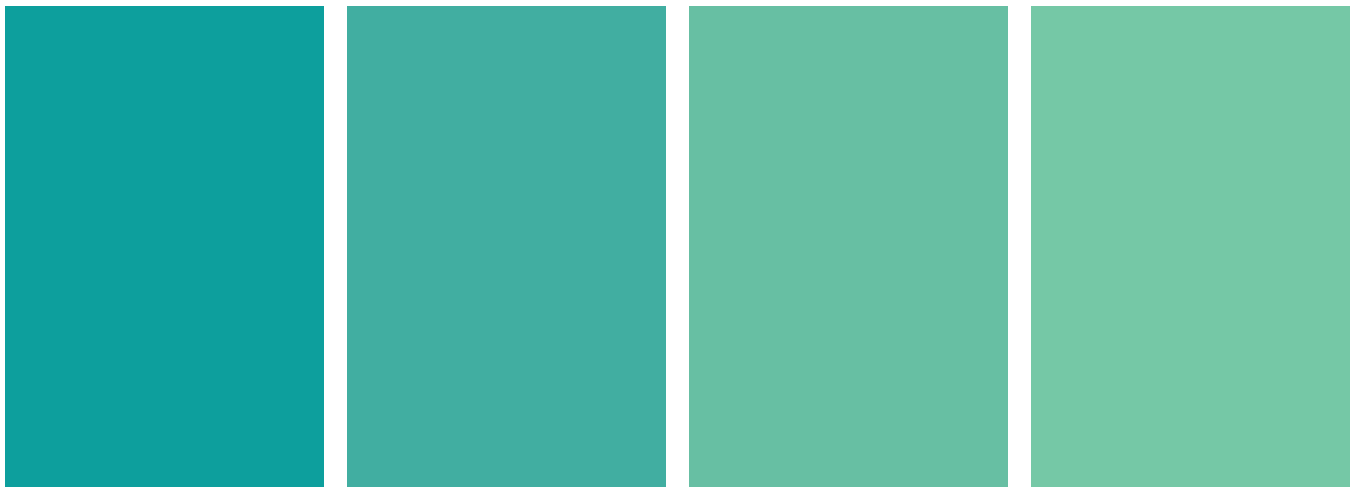
In 2022, it was identified that strategic planning was an area that boards felt they required more support in. This led to us developing the **strategic planning guidebook** to build the capacity of boards in their strategic planning efforts.

23 agencies received board development support

7 social profit boards received strategic planning support

Alberta Board Member Essentials

In 2022, FuseSocial staff attended the Alberta Board Member Essentials (ABME) certification training in Edmonton. ABME is a program by the Edmonton Chamber of Voluntary Organizations, developed to support the growth of new and developed boards. Now, FuseSocial is certified to offer the ABME program right here in Wood Buffalo to all social profit agencies.



executive director elevation

FuseSocial is committed to assisting executive directors (EDs) improve internal governance structures, more effectively lead change management and implement more efficient organizational operations.

Our Executive Director Elevation program enhances the capacity of EDs through the following streams:

- Executive Director Mentorship, a peer support model
- Monthly Executive Director Roundtables
- Capacity building training sessions specific to executive directors

37 executive directors engaged in the program

4 capacity building sessions were facilitated

6 mentorship matches were made in 2022

10 executive director roundtables were held



shared services

celebrating three years of shared services

FuseSocial's Shared Services program was created to provide affordable access to professional consulting expertise in Human Resources, Marketing & Communications and Evaluation & Social Research. By outsourcing these services through FuseSocial, agencies are able to focus on program-related activities while we take care of these three areas for them.

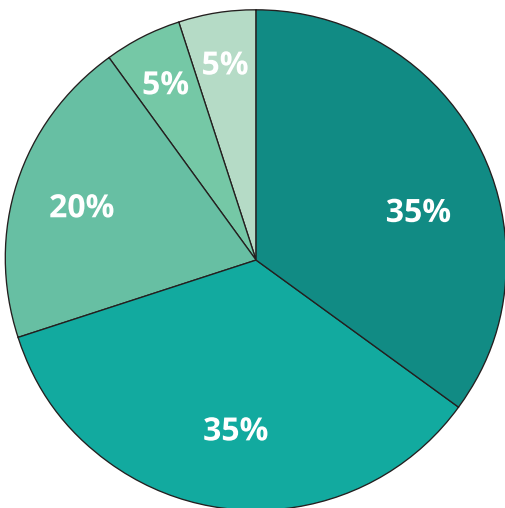


19 agencies supported through shared services

1770 total hours provided by our team of professionals for their clients

Above is work completed by our Marketing and Communications Business Partner in 2022. Organizations can utilize their marketing hours for assistance with social media content, annual reports, brochures, campaigns, communications planning and more.

to better meet the needs of our clients, we switched to rolling date contracts



Example of how one client may utilize their Human Resources hours:

- Recruitment
- Policy and procedure review and development
- Employee relations
- Compensation and benefits management
- Strategic advisory

The NorthStar Ford Wood

FuseSocial is happy to report that in 2022, we increased the number of registered volunteers available to respond to opportunities by 1,708 individuals. Volunteer hours rose by 3,431 hours from last year and we project to see hours climb in 2023. Additionally, 46 new organizations have accessed the Wood Buffalo Volunteer Centre through WBVolunteers.ca to support their volunteer programs and we were able to match 3,614 volunteers to opportunities within the community.

We made it a priority to engage, celebrate and spread awareness of volunteerism within Wood Buffalo so that individuals, families and groups have a greater awareness of how their skills, interests, talents and education contribute to strengthening community. We did this through several coordinated community campaigns and events such as our Summer of 7000 Campaign, Volunteer Recruitment Pop-ups, the Heart of Wood Buffalo Excellence Awards, International Volunteer Day and National Volunteer Week activities.

KPI	2021	2022
new volunteers	1235	1708
volunteers registered on w volunteers.ca	6350	8058
total volunteer hours	4930	9118
total organizations using the volunteer centre of recruitment	128	174
new organizations supported	22	46
unique volunteers matched with opportunities	2729	3614

In 2022, we continued to provide support for volunteers and organizations in their volunteering journey, as well as hold Volunteer Manager Roundtables to offer resources, connections and pertinent information. Additionally, we maintained a purposeful relationship with Emergency Social Services and formed new partnerships that support larger volunteer programs in the community such as Athabasca Tribal Council's Cultural Festival and the 2023 Artic Winter Games.



Buffalo Volunteer Centre

National Volunteer Week 2022

The National Volunteer Week (NVW) theme for 2022, Volunteering Is Empathy in Action, affirmed the strong connection between volunteerism and empathy. Human connection is at the heart of healthier individuals and stronger communities. This past year we were able to host five events throughout the week, attended by 200 volunteers. Being the first post-pandemic NVW we have hosted, this was a fantastic turnout!

proudly sponsored by **UBS** CANADA



Wood Buffalo Volunteer Rewards

presented by



This sub-program was created to allow volunteers the opportunity to cash in their volunteer hours for various rewards including: local artwork, gift cards, swag from the volunteer centre and more. Organizations and Volunteer Coordinators are also encouraged to utilize our inventory of rewards to thank and reward their own volunteers.

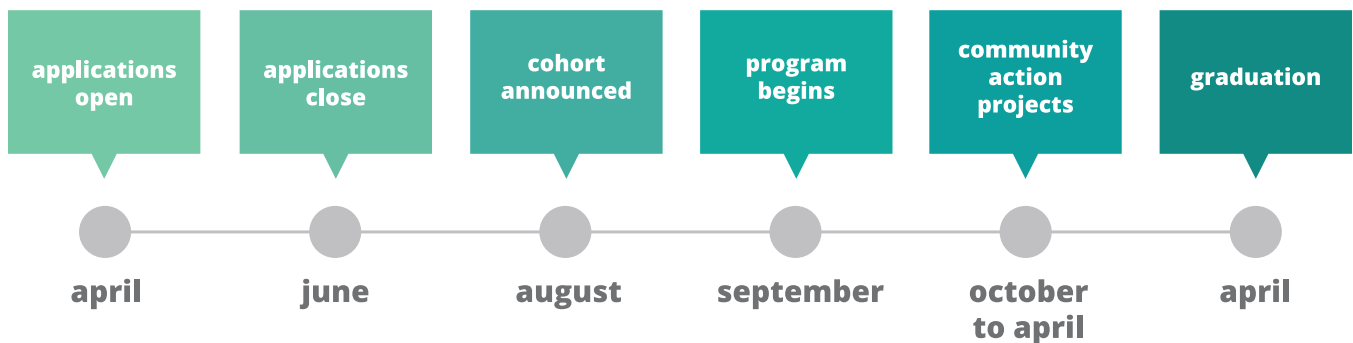
give back, get rewarded



leadership wood buffalo

Annually, the Leadership Wood Buffalo (LWB) program accepts a cohort of aspiring leaders with the goal of strengthening their existing leadership skills, while supporting their growth as they discover and develop their unique leadership styles. Participants accepted into the program represent a variety of sectors and disciplines, and their individual skills and experiences create a unique environment for learning.

the community becomes your classroom



in 2022...

19 individuals graduated from the LWB program in April

8 critical needs were identified in the community that were addressed by this cohort through their projects

4 community action projects were completed, averaging 30 hours per project

The cohort spent time strengthening their relationships in-person through the two-day opening retreat, six learning days, and the closing retreat. Together, this accumulates to a total of **70 hours of classroom learning**.

learning day themes:

- Change
- Navigating Community Systems
- Diversity
- Taking Action
- Leading Through Influence
- Healthy Communities

The cohort that entered the program in September 2022 also participated in one **Community Action Day**. The cohort travelled via bus to receive a tour of The Salvation Army, The Children's Centre and The Local HERO Foundation. They learned about these organizations and how they could get involved through volunteerism. This community action day helped the cohort identify gaps that would help form the content for their community action projects.



From left to right

First Row: Akshaya Lakshmi, Amanda DeCoste, Dan Hatcher, Andrew Wilcox, Heidi Major, Martin Byaruhanga

Second Row: Brittany Ganase, Ghulam Malik, Janelle Watton, Jordan Ratzlaff, Jenna Fewer, Thomas Hopkins

Third Row: Josh Splaine, Josh Hefferan, Kathleen McKenzie, Kara Boulton, Lisa Hearn, Muzaffar Malik

Fourth Row: Darshana Dave

the heart of wood buffalo

In 2022, we celebrated the 11th annual Heart of Wood Buffalo Excellence Awards. On a beautiful sunny day in June, we came together with 120 guests for an evening of gratitude for those that give so much to make Wood Buffalo an amazing place to work, play and live.

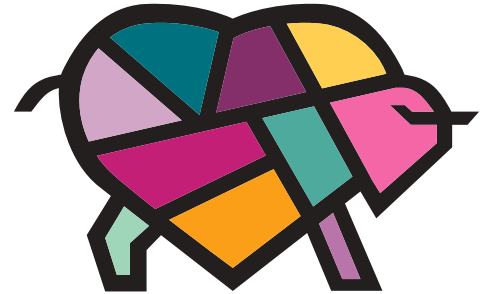
We received 60 nominations across eight award categories, inclusive of **two new award categories**:

Excellence in Social Innovation

Nominees recognize new and better ways to address a need in the community despite ever increasing demands for services and decrease in capacity and resources.

Collaboration of the Year

Nominees recognize the benefits that come from sharing resources and expertise of individuals, local businesses, nonprofits or charities for positive community impact. Through the synergy that comes with community collaboration, nominees facilitate increased sustainability, efficiency, impact and innovation in the service they provide to their community.



thank you sponsors



excellence awards

Celebrating the achievements of leaders, philanthropists, organizations and all those that embody the spirit of community, innovation, capacity building and dedication in Wood Buffalo.



Heart of Wood Buffalo Excellence Awards

CONGRATULATIONS

To our 2022 Recipients!

 <p>Karla Buffalo (Athabasca Tribal Council) Executive Leadership Award</p>	 <p>The Wood Buffalo Health Neighborhood Collaboration of the Year Award</p>	 <p>Arts Council Wood Buffalo Excellence in Social Innovation Award</p>	 <p>Gaylene Weidlich (Wood Buffalo Community Foundation) Newcomer Engagement Award</p>
 <p>Christal Ford Grant (Special Olympics Wood Buffalo) Board Leadership Award</p>	 <p>Miranda Noseworthy Volunteer Recognition Award</p>	 <p>Chris Wilson (Birch Mountain Enterprises) Philanthropy Award</p>	 <p>Willow Lake Tiny Tots Community Impact Award</p>



convergence ymm

The ConvergenceYMM Advisory Team was pleased to facilitate the return of ConvergenceYMM as a live, in-person event on Wednesday June 1st, 2022.

This innovative gathering brings together leaders from Wood Buffalo's government, industry, business, education, health and social profit community to expand knowledge, exchange ideas regarding current and future challenges and explore opportunities in our region.

The 2022 ConvergenceYMM Breakfast took place Wednesday, June 1st, at Shell Place. The event was emceed by Jason Beck of Waypoints and included a networking breakfast facilitated by Diana Noble of Noble Choice Coaching, opening remarks from Mayor, Sandy Bowman and blessing by Elder Bernadette Dumais. The live multi-sector community panel featured: Annalee Nutter, Superintendent, FMPSD; Dianna De Sousa, Executive Director, Fort McMurray Chamber of Commerce; Jordanna Lambert, Senior Operating Officer, Alberta Health Services; Deanne Bergey, Director of Community Services, RMWB; Shafak Sajid Berkenpas, Oil Sands Community Alliance; Chantal Beaver, Executive Director, FuseSocial; Mark Hancock, Superintendent, RCMP; and Kevin Weidlich, President & CEO, Fort McMurray Wood Buffalo Economic Development & Tourism.

More than 100 community leaders were in attendance and participants represented seven unique sectors from across our community.



the tomorrow project

The Tomorrow Project, by FuseSocial, was designed to see the development, implementation and maintenance of a shared evaluation system in the local social profit sector. A set of shared measures would support organizations in the sector in accurately determining whether their collective activities are moving the needle on key community social issues.

In March and April 2022, FuseSocial made strong efforts to engage a diverse array of key stakeholders within the Wood Buffalo social profit sector. The intent of this engagement was to stimulate interest in the development of an outcome measurement framework for the entire sector. Initially, it was hoped that this framework would allow agencies within the sector to measure outcomes and the impact that they were making on the community in a robust and consistent manner. A large-scale working session was facilitated and possible outcomes in need of measurement were explored. However, during this session, some stakeholders noted that they were unable to commit to collective outcome measurement at this time (due to several factors, many related to the impacts of the pandemic on capacity, staffing, burnout, etc.) Other stakeholders expressed fatigue with ongoing efforts to strike meaningful collaborations within and across the sector.

In May and June 2022, it was determined that a different approach would be required to achieve success during this phase of the Tomorrow Project. FuseSocial pivoted and made a call to the sector in July 2022 asking for existing coalitions or groups to step forward if they were willing to participate in the development of an outcome measurement framework for the subsectors that their coalition or groups represent. **There was immediate interest in this offer from a coalition of agencies serving children, youth and families.** Leaders from this coalition began collaborating with FuseSocial in early August 2022.

progress to date

Since active collaboration between leaders of the child, youth and family coalition and FuseSocial began, significant progress has been made. Specifically, two key outcomes have been accomplished.

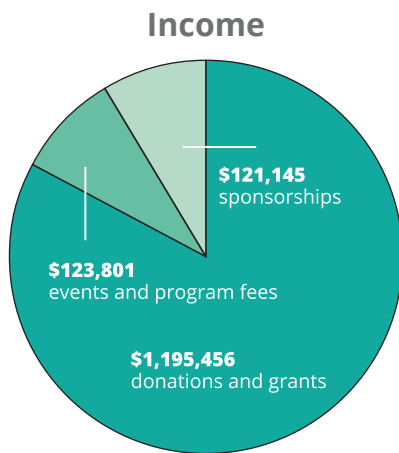
First, a master list of the agencies in the sector supporting children, youth and families has been developed. The agencies on this list have been categorized into one of three categories: fully engaged, interested but unavailable and disengaged. Each of the agencies on this list will be canvassed and informed about what the Tomorrow Project is striving to accomplish during this phase.

Second, the foundation of an integrated strategic plan for the child, youth and family sector has been framed. This strategy defines the vision, strategic pillars, and key objectives for the child, youth, and family subsector. The first draft of this strategy has been socialized with the coalition. Once input from this coalition has been integrated, the strategy will be shared with other key stakeholders and groups involved in the care and development of children and youth throughout the community. This audience will serve as arm's length subject matter experts and fill in knowledge gaps.

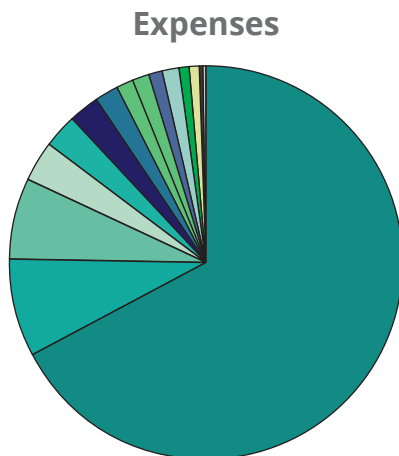
next steps

Once socialization of the strategy is complete, agencies serving children, youth and families will be asked to consider which strategic pillars and key objectives they would be willing and able to provide support to. Planning and implementation of initiatives designed to support strategic pillars and accomplish key objectives will occur thereafter. Additionally, the planning required to develop a collective outcome measurement framework for the child, youth and family subsector will take place at this juncture as well. These two pieces of work will commence in early 2023, along with plans to begin work with a second subsector group.

financials



FUSESOCIAL WOOD BUFFALO SOCIETY		
Statement of Revenues and Expenditures		
Year Ended December 31, 2022		
	2022	2021
REVENUES		
Donations and grants	\$ 1,195,456	\$ 1,183,969
Events and program fees	123,801	153,211
Sponsorships	121,145	143,933
	<u>1,440,402</u>	<u>1,481,113</u>
EXPENSES		
Salaries and wages	985,442	922,309
Program and event expenses	117,112	134,614
Subcontractors and consultants	99,007	196,253
Rent	48,006	35,854
Office	43,569	43,386
Facility rental and catering	34,234	43,071
Professional fees	29,374	25,537
Program facilitator travel	21,219	10,315
Information Technology	19,880	22,243
Professional development	17,756	14,628
Advertising and promotion	16,467	29,816
Amortization	15,162	12,526
Volunteer and staff recognition	11,670	35,080
Insurance	3,892	3,440
Interest and bank charges	1,626	5,680
	<u>1,464,416</u>	<u>1,534,752</u>
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS	<u>(24,014)</u>	<u>(53,639)</u>
OTHER INCOME		
Government assistance (Note 10)	-	84,125
Interest income	15,787	1,942
	<u>15,787</u>	<u>86,067</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ (8,227)</u>	<u>\$ 32,428</u>



- Salaries and Wages
\$985,442
- Program and Event Expenses
\$117,112
- Subcontractors and Consultants
\$99,007
- Rent
\$48,006
- Office
\$43,569
- Facility Rental and Catering
\$34,234
- Professional Fees
\$29,374
- Program Facilitator Travel
\$21,219
- Information Technology
\$19,880
- Professional Development
\$17,756
- Advertising and Promotion
\$16,467
- Amortization
\$15,162
- Volunteer and Staff Recognition
\$11,670
- Insurance
\$3,892
- Interest and Bank Charges
\$1,626

strategic partnerships

thank you partners

for helping us strengthen the Wood Buffalo social profit sector

Acden

Alberta Health Services

Alberta Nonprofit Network

Arctic Winter Games

Athabasca Tribal Council

Balsam Communications

BGC Fort McMurray

Calgary Chamber of Voluntary Organizations

Canadian Red Cross

Coach Connect Consulting

Convergence YMM

Corporate Funk

Diversified

Edmonton Chamber of Voluntary Organizations

Fort McMurray Chamber of Commerce

Fort McMurray Wood Buffalo Economic Development & Tourism

Harvard Broadcasting

Integral Org

Keyano College

McMurray All Connected

McMurray Métis

Newcomer Interagency Network

Northeastern Alberta Aboriginal Business Association

Northern Lights Health Foundation

Overlap Associates

Pathways Alliance

Pawâmiw Creative

Poverty Reduction Network

Regional Recreation Corporation of Wood Buffalo

RMWB Community Investment Team

RMWB Emergency Services

RMWB Mayor & Council

Rupertsland Institute

Rural Sharing Network

Social Sustainability Plan

Startup YMM

Suncor Energy

The Non Profit Vote

The Resilience Institute

United Way of Fort McMurray Wood Buffalo

Volunteer Alberta

Volunteer Canada

Wood Buffalo Community Foundation

Wood Buffalo Economic Development

Wood Buffalo Food Bank

Wood Buffalo Social Sustainability Stewardship Team

YMCA of Northern Alberta

2023 fusecrew



Amy Arendt

Marketing & Communications
Business Partner, Shared Services



Brenna Kimball

Community Engagement Coordinator,
NorthStar Ford Wood Buffalo
Volunteer Centre



Christopher Cameron

Evaluation & Social Research
Business Partner, Shared Services



Jenna Fewer

Leadership Coordinator



Kayla Mawhinney

Human Resources Business Partner,
Shared Services



Melanie Asher

Training and Development
Administrator



Melanie Drever

Operations Coordinator



Michelle Lange

Operations Director



Rachel Wright

Capacity Building Coordinator,
NorthStar Ford Wood Buffalo
Volunteer Centre



Sara Bursey

Marketing & Communications
Coordinator



Shannon Rex

Executive Director



Shawna Huxter

Capacity Building
Programs Director

thank you to our team members who contributed to a successful 2022:

Sherry MacEachern, Leadership Coordinator
Colin Funk, Leadership Wood Buffalo Facilitator
Diana Noble, Strategic Learning Consultant
Soham Arvikar, NorthStar Ford Wood Buffalo Volunteer Centre Summer Student

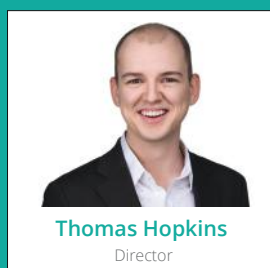
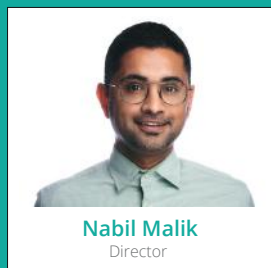
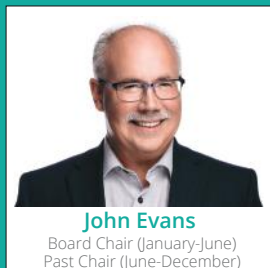
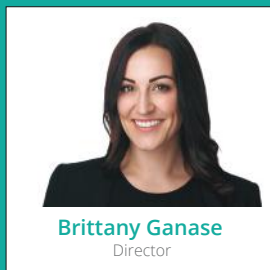
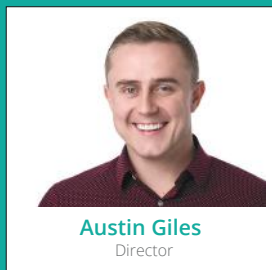
Chantal Beaver, Executive Director 2018-2022

On behalf of the Board of Directors and the team at FuseSocial, we would like to express our utmost gratitude to Chantal for her unwavering leadership of our organization for four pivotal years. Under Chantal's leadership, FuseSocial experienced significant accomplishments and growth including: overhaul of the organization's mission and strategic direction, development of the Shared Services program, leadership of the WB Volunteer Centre during the Fort McMurray flood, creation of an MOU with the Regional Municipality of Wood Buffalo's Emergency Social Services program, securing a new office space to accommodate an expanding team, and a partnership agreement that formed the NorthStar Ford Wood Buffalo Volunteer Centre.

Chantal demonstrated incredible resilience in the face of many challenges: from natural disasters, funding challenges and two years of pandemic in which she led with grace and compassion. She is a highly respected leader who has earned the respect of her team, her peers and the community at large.

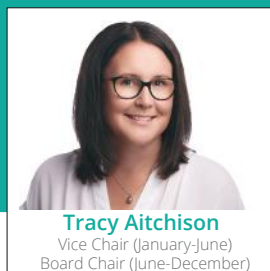
Thank you, Chantal

our 2022 board of directors



thank you 2022 board members

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



2022 sponsors and funders

core funders



program sponsors

Alberta Jobs Now
Canadian Red Cross
Enbridge
Government of Canada:
Canada Summer Jobs
NorthStar Ford
Syncrude
The Giles Family Foundation

individual donors

Bradley Andreeff
Nap Allen Gonzales
Nathalie Lefebvre
Steffen Lange
Tracy Aitchison


event sponsors

Ceda
Hedco Group Inc.
Regional Municipality of Wood Buffalo
Suncor Energy
Syncrude
TD
UBS Canada
Volunteer Alberta
World Financial Group, Alaina Nadig






fusesocial

Committed to *strengthening* the
Wood Buffalo social profit sector



20 Riedel Street
Fort McMurray, AB
T9H 3E1

 780.791.9333
 hello@fusesocial.ca
 fusesocial.ca

