

fusesocial
annual
FOR **report**
FOR **20|24**







welcome

At FuseSocial, we know that people are the heart of the social profit sector. Our greatest pride this past year lies not just in the programs we've delivered or the partnerships we've built—but in the individuals we've had the privilege to support. Through our work, community members have strengthened their leadership and workplace skills, built meaningful professional networks, increased their confidence, and enhanced their ability to lead change within their organizations and across our region.

While our mission is rooted in capacity building, we understand that strong organizations are built by strong people. That's why our focus remains on nurturing the leaders and volunteers who drive this sector forward. Whether through leadership development, volunteer engagement, or sector-wide collaboration, we invest in people—because when individuals thrive, organizations flourish, and communities grow stronger.

In the year ahead, we're deepening our commitment to leadership development by launching new programs that build practical management and executive skills, supporting a sustainable leadership pipeline for individuals at every stage—from emerging leaders to seasoned executives. At the same time, we're expanding the reach of our Volunteer Centre to better support organizations in meeting their volunteer needs, while creating more inclusive, meaningful opportunities for individuals to connect, contribute, and find community. We'll also continue to champion the Tomorrow Project, helping social profit leaders align their efforts, share resources, and co-create solutions that strengthen collaboration and resilience across our sector.

To our partners, funders, volunteers, and community members—thank you. Your trust, generosity, and unwavering belief in our shared mission make everything we do possible. Because of you, we are not only meeting today's challenges—we are building a future rooted in connection, compassion, and collective strength. Together, we are creating a community where everyone has the opportunity to lead, to belong, and to thrive.

With gratitude,

Shannon Rex
Executive Director

shannon rex | executive director



from leadership

As Chair of the Board, I am proud to reflect on a year of remarkable progress, driven by the unwavering dedication of the FuseSocial team and the deep connections they continue to foster within the social profit sector. The Board remains steadfast in its commitment to guiding and supporting the organization as it evolves to meet the changing needs of our region. We have witnessed first-hand how FuseSocial's focus on leadership development, sector collaboration and volunteer engagement directly strengthens the individuals and organizations working tirelessly to serve our communities.

We also recognize this work does not happen in isolation. The challenges faced by the social profit sector are complex and growing, and the need for strong, well-supported infrastructure has never been more urgent. That's why the Board is committed to ensuring FuseSocial has the strategic vision, governance and resources required to lift the sector up. On behalf of the entire Board of Directors, I extend our deepest appreciation to the staff, volunteers, funders and community partners whose commitment and compassion fueled this work throughout 2024 and continue to support this work every day. Together, we are not only supporting the sector—we are building a more connected and stronger Wood Buffalo Region. I am excited to push ahead into 2025 with the momentum we are carrying behind us from 2024.

Cheers,

Thomas Hopkins
Board Chair

thomas hopkins | board chair



path to increased sustainability

At FuseSocial, we know the social profit sector is the heart of our community, providing essential services in mental health, housing, food security, family support and more. Through challenges like wildfires, the pandemic and economic shifts, local organizations have remained steadfast in supporting our families, friends, neighbours and colleagues.

Our current environment dictates an enhanced and diversified funding stream to continue to build capacity and ensure sustainability. With this in mind, we humbly look to our community, individuals and organizations, to help support us, so we can continue to help nonprofits stay strong and ready for whatever comes next.

With your support, we can build capacity, foster connections and ensure resilience for the future. Your contribution is key to our mission.



← pledge your support today!

about fusesocial

At FuseSocial, we are dedicated to strengthening the capacity of social profit organizations in Wood Buffalo. Through leadership development, board of director support, social impact events, volunteer efforts and more, we aim to foster a thriving community where every organization can achieve its mission.

our beginning

FuseSocial formed in 2013 with the merging of three philosophically and practically like-minded organizations:

Leadership Wood Buffalo
Nonprofit Sector Link Wood Buffalo
Volunteer Wood Buffalo

By forming one agency, FuseSocial could begin to familiarize collective impact, collaboration and social innovation while continuing to deliver strategic programming for the social profit sector.

the values that drive us

bold

We take calculated risks, challenge the status quo and lead with courage and confidence.

collaborative

We build reciprocal relationships and bring people together to co-create meaningful social change.

inclusive

We foster an environment that ensures all people feel welcome, engaged and valued.

accountable

We act in a way that ensures our organizational goals are justified.

agile

We will adapt quickly and intentionally in the face of changing social conditions and needs.

our vision

A thriving Wood Buffalo with remarkable and sustainable social profits.

our mission

To strengthen the social profit sector.

our strategic priorities in 2024



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.

Leadership development

Leadership Wood Buffalo

rich history

Leadership Wood Buffalo (LWB) was created by Sana Elache, founding Executive Director, with the dream of encouraging, developing and growing emerging community leaders within the social profit sector. Since its inception in 2006, LWB has seen over 300 participants from various sectors in the community who are passionate about seeing our unique region thrive. Many participants have risen to high-level leadership positions, become municipal councillors or contributed to significant community impact as board members.

The ripple effect of intentional and strong leadership continues to impact our community in all sectors, today.

In 2024, our community leadership program, LWB graduated 19 individuals. Participants represented diverse sectors and backgrounds, each bringing unique skills and perspectives which created an enriching learning environment.



(From left to right)

Front Row: Amanda Parsons, Angela Davis, Angela Kapach, Brian Fung, Caitlin Bender, Chelsea Peters

Second Row: Faithia Dearden, Ginger Auger, Julie Carter, Katelyn Fujii, Katlyn Dykens, Kim Oberegger

Third Row: Koryn Krekoski, Lori-Lei Mercredi, Lynette Hiscock, Maria McLean, Melanie Asher, Natasha Daigle

Fourth Row: Sundas Shamshad

new: alumni peer mentorship program

FuseSocial was excited to implement a new Alumni Peer Mentorship program in 2024. This initiative aims to encourage continued leadership development by engaging Alumni in mentorship roles with actively enrolled participants. Through this program, leadership networks are strengthened in the community and wisdom of Alumni continues to benefit the region.

executive director elevation

FuseSocial is committed to assisting executive directors (EDs) improve internal governance structures, lead change management more effectively and implement more efficient organizational operations. We do this by hosting monthly ED Roundtables to serve as a safe space to discuss challenges, opportunities and build connections. The Executive Director Elevation program also includes a mentorship component, which provides a non-judgemental environment to those navigating the uniquely challenging role as an executive director.

10 ED Roundtables were held in 2024



board & governance elevation

FuseSocial's Board and Governance Elevation program aims to deliver accessible, high-quality resources and fundamentals to social profit organizations, to ensure they can continue to be successful within their mandated missions. There are various components of this program:

board member matching

An exciting crossover with our NorthStar Ford Wood Buffalo Volunteer Centre, Board Member Matching aims to connect board-seeking individuals with a board of directors that favourably matches their skills with the needs of a nonprofit board.

30 individuals inquired about board matching

4 individuals completed ABME through board member matching

alberta board member essentials

FuseSocial is a certified delivery partner of Alberta Board Member Essentials (ABME). ABME is a multi-part training program that combines online learning with live workshops to give new and developing board members the tools to successfully serve on a nonprofit board.

21 individuals from 11 organizations completed ABME certification in 2024

customized support

Offering personalized support for nonprofit boards allows us to tailor our efforts to the unique needs of each board.

9 boards received grant support

9 boards received support with governance and bylaws.

3 boards received assistance with strategic plans

board member roundtables

At our bi-monthly board member roundtables, members come together to discuss governance challenges and share insights. This promotes effective board governance and fosters continuous learning and collaboration.

2 board member roundtables were held in 2024

training & development

Training and development is crucial to supporting the sector's ability to achieve sustainability and build capacity. FuseSocial is committed to delivering relevant and accessible learning and development opportunities to enhance staff and volunteer capacity and knowledge; enable organizations to effectively address community needs and achieve organizational goals; improve operational efficiency and support long-term impact and resilience.

FuseSocial's training and development offerings cover a wide range of topics to support the continuous learning of staff, leadership roles, boards and volunteers.

- **Board Support & Governance**
- **Operational Excellence**
- **Volunteerism**
- **Leadership**
- **Diversity, Equity and Inclusion**
- **People and Management**
- **Health and Wellness**

84%

of surveyed community partners rated our training and development opportunities as either good or outstanding, reflecting the strong value and relevance of our offerings

30

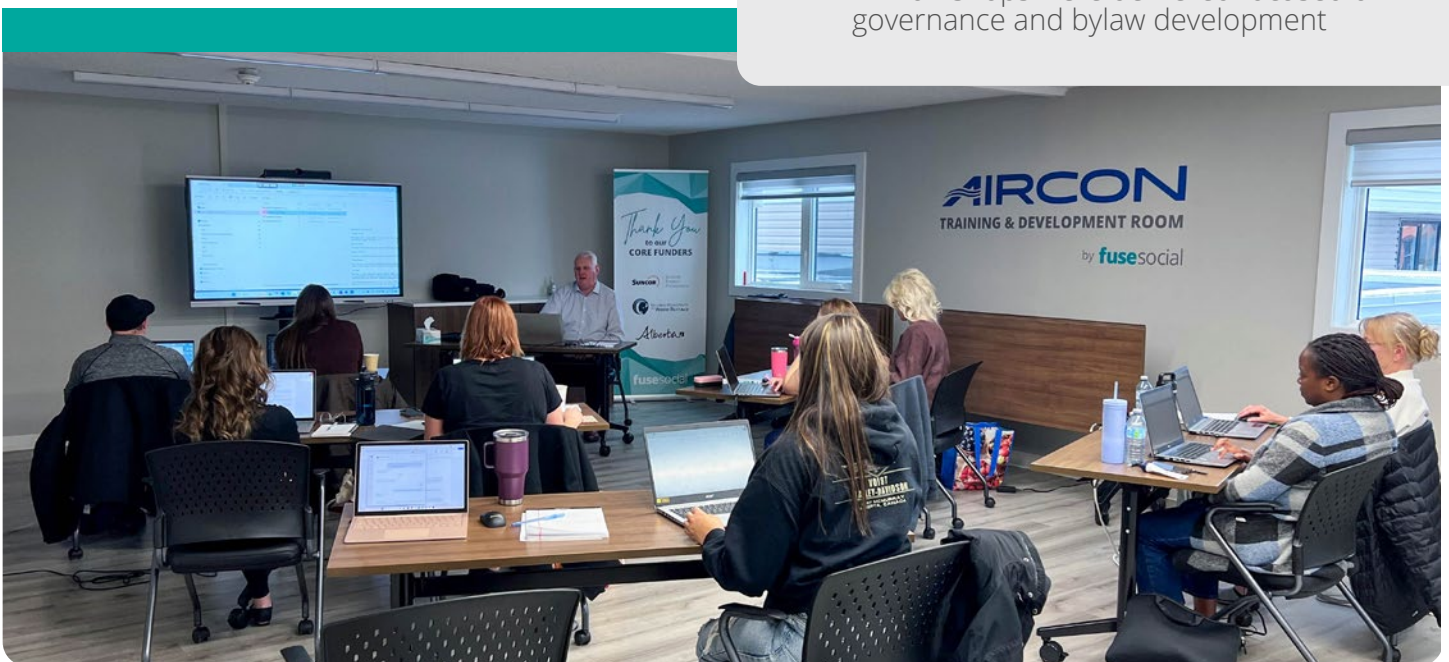
unique training opportunities were offered in 2024

191

unique individuals attended our training sessions, representing 88 organizations

highlights

- FuseSocial collaborated with St. Aidan's Society to deliver Age Sensitivity Training
- FuseSocial is the sole delivery partner of Edmonton Chamber of Voluntary Organization's ABME training
- With support from Wood Buffalo Community Foundation, we delivered 2 Financial Literacy trainings
- 12 workshops were delivered focused on governance and bylaw development

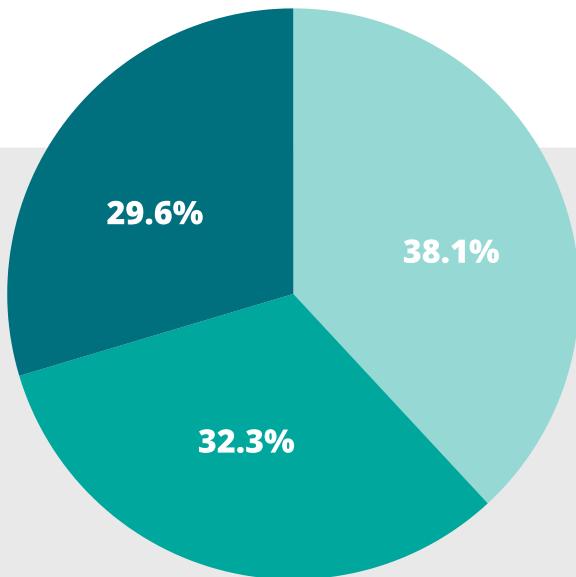
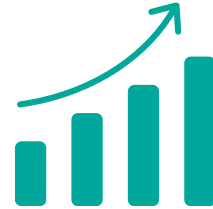


shared services

In the fifth year of the program, we have continued to build trusting, working relationships with the agencies we serve by providing timely, effective and professional services in Human Resources, Marketing & Communications and Evaluation & Social Research. Our advisors worked alongside clients to help build capacity so they can focus on their missions, the needs of their staff and the clients they serve.

- 16** new packages were purchased in 2024
- 17** unique organizations were supported by our expert team of professional consultants

2502 hours of service were completed representing a **20%** increase from 2023



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 2024. Organizations can utilize their marketing hours for assistance with social media content, annual reports, print marketing, campaigns and event collateral, branding, communications planning and more.

volunteerism



In 2024, we focused on building a closer connection to our volunteer community with the launch of monthly Volunteer Coffee Connect get togethers, the Volunteer Connect newsletter and Volunteer Fest. Through multi-channel promotional campaigns, we increased our reach in the community with our message about volunteering and assisted more organizations recruit dedicated volunteers.

woodbuffalovolunteers.ca

Our volunteer management platform, woodbuffalovolunteers.ca, provides a one-stop-shop for local volunteer opportunities and an effective and efficient way for organizations to recruit and retain volunteers.

1450 new volunteers registered on the website

5159 volunteers responded to volunteering opportunities for local charities

13,861 hours were logged by volunteers in 2024
*the annual value of which equates to approximately **\$381,000***

10,529 community members are registered to volunteer on the platform
*representing a nearly **8%** increase from 2023*



newcomer express

In 2024, we continued to connect with newcomers in Wood Buffalo by hosting the “newcomer express” bus tour of social profits. Across two tours, we saw **60 newcomers**. We partnered with Centre of Hope, Heritage Village and Language Instruction for Newcomers to Canada to deliver two Bridging the Gap volunteerism presentations.



National Volunteer Week

One of our largest community events each year continues to be National Volunteer Week. The theme in 2024 was “Every Moment Matters”. The NorthStar Ford Wood Buffalo Volunteer Centre planned a full week of engaging events to highlight the important contributions of volunteers in Wood Buffalo.

6

Volunteer events were hosted to recognize community volunteers and celebrate volunteerism

627

Volunteers attended NWV events proudly sponsored by



Give Back Get Back Program

Give Back, Get Back is a youth-based volunteerism program, newly implemented in 2023, with a focus on engaging youth ages 12-18 in community volunteerism. The program aims to educate students on how to leverage their current skills, talents and hobbies to benefit community and social profit programs while building valuable resume and work experience.

500

Students received Give Back Get Back presentations at their school

7

Schools were visited to facilitate GBGB presentations

2

Rural community schools were visited to share the presentation

5

Youth groups/clubs outside of a classroom setting were shown the presentation



Volunteer Rewards



Wood Buffalo Volunteer Rewards is a program aims to give back to volunteers and show appreciation for the important work that they do in the community. Our catalog of rewards allows volunteers and organizations to “cash” in hours spent volunteering in exchange for goods and gift cards from locally owned businesses. This program is particularly popular with our newcomer and senior volunteers.

7000

Volunteer hours redeemed in 2024

280

Volunteer rewards redeemed

volunteerism

volunteer management partnerships

Aligning with our “collaboration” brand value, in 2024, the NorthStar Ford Wood Buffalo Volunteer Centre collaborated with three organizations to coordinate and manage their volunteers. We are passionate about bridging the gap between volunteers and volunteer opportunities and supporting organizations that utilize the power of volunteers.

ATC: Cultural Festival

FuseSocial partnered with the Athabasca Tribal Council to provide comprehensive volunteer coordination services for their 2024 Cultural Festival. This collaboration included assisting with recruitment of volunteers and providing on-site support, including managing volunteer check-ins and check-outs. FuseSocial played an essential role in providing support to volunteers throughout the three-day event, while also reinforcing its commitment to fostering volunteerism within the community.



252 Volunteer check-ins successfully facilitated



NLHF: Festival of Trees

FuseSocial collaborated with the Northern Lights Health Foundation to deliver full-scale volunteer coordination for the 2024 Festival of Trees. This partnership involved recruiting volunteers and offering onsite assistance, such as overseeing check-ins and check-outs. By actively engaging in the festival, FuseSocial reinforced its dedication to promoting volunteerism and strengthening community involvement.



191 Volunteers check-in were facilitated over the three-day event ensuring seamless support for all participants.

Fort McKay Métis | Treaty Days

FuseSocial partnered with Fort McKay Métis Treaty Days to provide volunteer support. The volunteers were bused from FuseSocial offices to Fort McKay. FuseSocial staff were on hand to support in the volunteer manager role throughout the weekend ensuring a successful event.



70 Volunteers engaged to support event food services over two days.

volunteerism

RMWB: Emergency Social Services

In 2024, FuseSocial was proud to continue our partnership with the Regional Municipality of Wood Buffalo to support volunteer management during emergencies in the region via Emergency Social Services (ESS). Collaboration is at the heart of what we do, and we are both honoured and committed to support volunteer mobilization during times of need. In response to the partial evacuation in May 2024, we convened the cross-sector interagency roundtable. We facilitated discussions about our collective response to the evacuation, reflected on lessons learned and explored plans for improved future collaboration.

1340

Volunteer hours logged during evacuation efforts since MOU signed with RMWB in 2020

10,500

Volunteer profiles provided to ESS to support volunteer activation

This 5-year MOU was recently renewed for an additional 3 years, ensuring this valuable community partnership continues into 2028



volunteer fest

One of the Leadership Wood Buffalo cohort groups chose to help us plan and coordinate our first Volunteer Fest: an event aimed at celebrating the value of volunteerism. There were games, awards, live music and more! Local social profits were also invited to participate by having a booth at the grounds free of charge to increase awareness for their respective organizations.

16

Organizations were at Volunteer Fest to meet community members and share information about their volunteer programs

400

Community members came to celebrate volunteerism. We took this opportunity to educate community about the many available volunteer opportunities across the sector

5

Awards were given in categories including Youth, Senior, Newcomer, Group and Unsung Hero



volunteer awards

2024 recipients

Newcomer Volunteer: Ivy Kiambi
Student Volunteer: Manahil Ihtesham
Senior Volunteer: Anus Campbell Sr.
Unsung Hero: Michael Vrnas
Group Volunteerism: RE/MAX Fort McMurray



driving collective action

At FuseSocial, we believe in the power of connection to drive meaningful change. In 2024, our work in mobilizing and uniting the social profit sector continued to foster collaboration across the social profit sector by creating intentional spaces for dialogue, innovation and shared learning. From roundtables and interagency meetings to special initiatives like the Tomorrow Project and ConvergenceYMM, we brought together diverse voices to address challenges, explore opportunities and build a more unified and resilient community. These collective efforts are a testament to the strength that emerges when organizations come together with a common purpose.



roundtables

- 11 executive director
- 6 interagency
- 4 volunteer manager
- 2 board member
- 1 summer student

In 2024, FuseSocial hosted a series of targeted roundtables to foster connection, learning and collaboration across the social profit sector. These facilitated conversations provided safe and supportive spaces for executive directors, volunteer managers, board members, and even summer students to share challenges, exchange insights and explore collective solutions. Roundtables not only built stronger peer networks, but also informed sector-wide strategies and strengthened relationships across organizations.

24

Roundtables were held throughout the year.

These sessions served as a cornerstone of our commitment to meaningful engagement and sector sustainability.



driving collective action



ConvergenceYMM is a vibrant event that brings leaders from Wood Buffalo's social profit and philanthropic community together to expand knowledge, exchange ideas, explore partnerships and multiply networks. An annual event, this innovative gathering brings together industry, business, government and the social profit sector in a multi-panel discussion regarding current and future challenges and opportunities in our region.



In 2024, Convergence YMM panelists included: Mark Hancock, RCMP; Janelle Fleury, Regional Municipality of Wood Buffalo; Shafak Sajid, Pathways Alliance; Dianna DeSousa, Fort McMurray Chamber of Commerce; Valarie Dyck, Fort McMurray Catholic School Division; and Shannon Rex, FuseSocial.

Special thanks to Jennifer Vardy, emcee; Diana Noble, Networking Facilitator and Mayor Sandy Bowman for their participation as well.

96

Community leaders in attendance

7

Unique sectors from across the community represented



driving collective action



“The Tomorrow Project is about doing things differently—on purpose. We’re designing a sector that’s more responsive, collaborative and focused on what really matters to the people we serve.”

— Shannon Rex, Executive Director, FuseSocial

background

Launched by FuseSocial in 2020, the Tomorrow Project is a bold initiative designed to address the complex, systemic challenges facing the social profit sector in Fort McMurray Wood Buffalo. Through cross-sector collaboration, innovation and a commitment to equity, the project mobilizes agencies, public institutions, Indigenous partners and community members around shared solutions for long-term community well-being.

Learn more about the strategic design of the Tomorrow Project



50

Agencies have been involved in this project and have made significant progress towards its goals.

KEY FOCUSES:

- converging expertise
- championing innovation
- aligning strengths
- driving accountability

As the Tomorrow Project’s backbone organization, FuseSocial’s role will continue to include:

- **Facilitation and planning support**
- **Measuring and evaluating outcomes and impact**
- **Financial stewardship**
- **Sustainability planning through securing long-term funding and policy support**
- **Building trust and strengthening relationships between partner organizations**

In 2023, three subsectors actively participated in the Tomorrow Project, completing individual subsector strategic plans.

Children and Youth: Supporting their health, learning and potential

Seniors: Meeting their specific needs and improving their well-being

Mental Health: Emphasizing mental health and access to support resources

moving the needle in 2024

The focus for the Tomorrow Project in 2024 was to complete a thorough and collaborative review of programs and services for seniors in Fort McMurray Wood Buffalo. Alongside FuseSocial, the Seniors Subsector has turned vision into action with the completion of a collective action plan to address critical gaps in services for older adults.

driving collective action



reimagining support for older adults in wood buffalo

At the heart of the Tomorrow Project in 2024 was the Seniors Subsector Collective Impact Initiative – a multi-agency collaboration focused on transforming how older adults are supported across Fort McMurray Wood Buffalo. Launched to address service fragmentation, isolation and unmet needs among seniors, the

Initiative brings together nine dedicated partners – ranging from cultural associations to housing advocates—to build a unified, inclusive system of care. **Their mission: ensure every senior can age with dignity, autonomy and connection.**

Founding Partners:

- St. Aidan's Society
- Golden Years Society (GYS)
- YMCA of Northern Alberta
- Nistawoyou Association Friendship Centre
- Multicultural Association of Wood Buffalo (MCA)

Expanded Contributors:

- Some Other Solutions
- Support Services Wood Buffalo
- Royal Canadian Legion McMurray Branch 165
- McMurray Métis

key achievements in 2024

Coordinated Leadership in Wellness

YMCA of Northern Alberta, in collaboration with GYS and Nistawoyou, took the lead on seniors' wellness programming – allowing St. Aidan's to redirect efforts toward financial navigation and elder abuse support. This shift reduced duplication and expanded reach.

Multicultural Outreach Expansion

For the first time, MCA launched direct services for ethnocultural seniors by planning to hire culturally diverse outreach staff to reduce language and cultural barriers to access.

Streamlined Financial Support

St. Aidan's now leads all Path Card financial assessments, creating a single, trusted point of access for seniors navigating housing, healthcare and social services.

Food and Connection: Friday Breakfasts

GYS launched an open Friday breakfast, reducing isolation and food insecurity for seniors outside its traditional membership base.

Physical Wellness: Passport to Wellness

Co-led with Wood Buffalo Sport Connection and Regional Recreation Corporation, this program brings fitness into trusted spaces with inclusive, senior-friendly options.

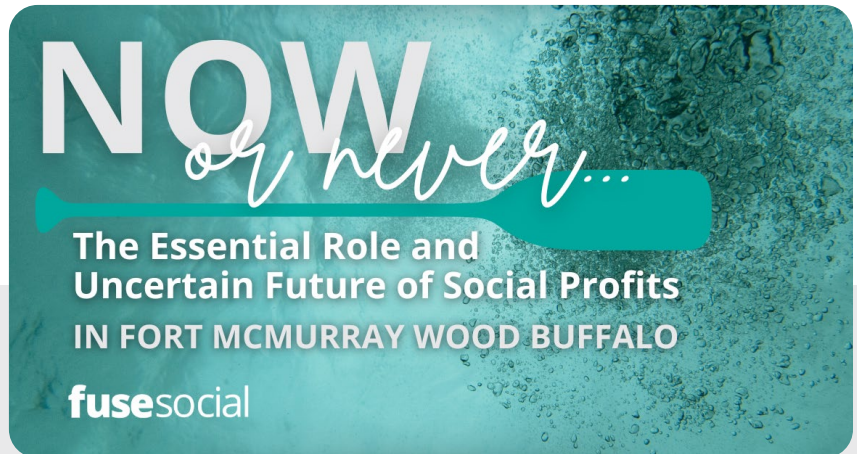
The Tomorrow Project's Seniors Initiative is modelling a new way of working: community-led, culturally grounded and equity-focused. As this work expands, FuseSocial remains committed to fostering the conditions for every senior to age with dignity, connection and purpose. We look forward to continuing this work with other subsectors in 2025.

driving collective action

now or never

In 2024, Now or Never: The Essential Role and Uncertain Future of Social Profits in Fort McMurray Wood Buffalo served as a rallying point for change, growth and sustainability across the region. Originally launched in response to the urgent need for sector-wide transformation, this initiative evolved into a platform that empowers individuals and organizations to align around a shared vision for a thriving, resilient community.

Throughout the year, FuseSocial engaged sector leaders and community members in meaningful conversations around the harsh realities currently facing the sector. This included reduced funding, burnout and reduced staffing.



now or never strategy session

On November 6, 2024, FuseSocial hosted a strategy session at the Royal Canadian Legion. The invitation was extended to executive directors, board leaders and key stakeholders. Together, the goal was to build on previous initiatives like the Social Profit Summit and the Tomorrow Project to draft a strategy aimed at consolidating the sector effectively.

40

Individuals attended the Now or Never Strategy Session

16

Letters of support were collected from leaders

The momentum generated by the Now or Never campaign continues to guide our work and inspire collaboration, reminding us that the time for transformative action is not someday - it is now.

“Every choice we make from here on out, as leaders, board directors, volunteers, funders and community members will be significant to the future of Fort McMurray Wood Buffalo. The time for strategic, community-centered investment and decision-making is now, while the choices are still ours to make.”

-Shannon Rex, FuseSocial Executive Director

celebrating

The Heart of Wood Buffalo Excellence Awards have been a pillar of FuseSocial since 2011, proudly celebrating the values of social impact and community throughout our region. Each year, we gather at the awards event to shine a spotlight on the individuals and organizations who have demonstrated unwavering commitment, selflessness and passion to bettering our community. The contributions of nominees range from supporting vulnerable populations, delivering recreational and wellness programs, to spearheading community-driven initiatives – each exemplifying the values that represent the heart of Wood Buffalo.



Heart of Wood Buffalo Excellence Awards

presented by



54

Nominations received

8

Award categories

120

Guests attended the celebration

2024 recipients

Social Profit Leadership Award: Nanase Tonda

Board Leadership Award: Brooke McMillan

Philanthropy Award: Anna Seinen & Len Savoy

Community Impact Award: Huskies Athletics Keyano College

Newcomer Engagement Award: Fernanda Dutra

Volunteer Recognition Award: Holly Hashimi

Collaboration of the Year Award: St. Aidan's Society, Seniors & The Art, in partnership with Wood Buffalo Arts Council

Equity, Diversity, Dignity & Inclusion: Pride YMM

Celebrating the achievements of leaders, philanthropists, volunteers and organizations that embody the spirit of community, innovation, capacity building and dedication to Wood Buffalo!



social profit excellence

Celebration is a powerful way to recognize the impact of individuals and organizations who strengthen our community every day. In 2024, FuseSocial proudly acknowledged the passion, dedication and leadership within the Wood Buffalo social profit sector through a variety of awards and recognitions. From the Heart of Wood Buffalo Excellence Awards to service milestones and new initiatives like the NorthStar Ford Wood Buffalo Volunteer Centre Awards, we highlighted those who go above and beyond. These moments of recognition not only honour achievements, they also inspire continued excellence and reaffirm the collective commitment to a thriving, inclusive region.

diversity, equity and inclusion highlights



rainbow space designation

We are proud to have received our **Rainbow Spaces designation** in July of 2024! At FuseSocial, we value inclusion and are committed to fostering an environment where all people feel welcome, engaged and valued.

Moving forward we will remain committed to promoting understanding, acceptance and equality. We will continue to ensure our organization adheres to inclusive practices and that our policies, programs and services, and facilities are accessible and inclusive.

workplace inclusion charter

Continuing with our diversity, equity and inclusion efforts in 2024, we achieved **gold inclusion champion status** as part of the Wood Buffalo Inclusion Charter program. This means that FuseSocial has completed:

- **5 training commitments**
- **5 policy commitments**
- **4 human resources commitments**
- **4 support commitments**
- **3 inclusive space commitments**



staff & board recognition

Amy Arendt, Media Arts, Arts Council of Wood Buffalo 2024 Buffy Awards

Shannon Rex, YMM Magazine's Top 50 Under 50

Sundas Shamstad, Sisters in Cancer YMM Anniversary Event, Arts Council of Wood Buffalo 2024 Buffy Awards & YMM Magazine's Top 50 Under 50

Thomas Hopkins, Best in Class Industrial Image, PPOC Regional Competition; Edmonton International Airport PPOC Display; & Best Videographer, Best of YMM

partners and donors

thank you partners for helping us strengthen the Wood Buffalo social profit sector

strategic partners

Acden
Alberta Health Services
Alberta Nonprofit Network
Athabasca Tribal Council
BGC Fort McMurray
Canadian Mental Health Association – Wood Buffalo
Canadian Red Cross
Centreville Network
Convergence YMM
Convoke Consulting
Corporate Funk
Federation of Non-Profit Networks
Fort McMurray Chamber of Commerce
Fort McMurray Heritage Society
Fort McMurray Public Schools
Imagine Canada
Keyano College
McMurray Métis
Newcomer Interagency Network
Nistawoyou Friendship Centre
Northern Lights Health Foundation
Our Children, Our Youth Coalition
Pathways Alliance

Poverty Reduction Network
Regional Recreation Corporation of Wood Buffalo
RMWB Community Investment Team
RMWB Emergency Services
RMWB Mayor & Council
Rural Sharing Network
Senior Resource Committee
St. Aidan's Society
Suncor Energy
Syncrude Sports & Wellness Centre
The MAC Calendar (St.Aidan's Society)
The Nonprofit Chamber
The Nonprofit Vote
Volunteer Canada
Wood Buffalo Food Bank
Wood Buffalo Regional Labour Committee
YMCA of Northern Alberta

in-kind donors

Amber Herman
Balsom Communications
Dan Tulk
Earls
Face Cosmetics
Fort McMurray Golf Club
Fort McMurray Oil Barons
Herc Rentals
Keyano Theatre
Sobey's
The Alley YMM
Vera Fustic

ABNN partners

Alberta Nonprofit Network
Edmonton Chamber of Voluntary Organizations
Integral Org
Volunteer Alberta
Volunteer Lethbridge



funders and sponsors

core funders



REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**



SUNCOR
ENERGY
FOUNDATION



core program funders



LINCOLN

NORTHSTAR AUTO GROUP

Fort McMurray Calgary Cochrane Fort McKay



event sponsors

Balsom Communications
Birch Mountain Enterprises
Fort McMurray International
Airport
Hedco Group Inc.
Regional Municipality
of Wood Buffalo
Suncor Energy
SMS Equipment
TD
UBS Canada
Volunteer Alberta &
Government of Alberta
Wood Buffalo Food Bank
Association

program sponsors

Alberta Jobs Now
Government of Canada:
Canada Summer Jobs
Syncrude (operated by Suncor)
The Giles Family Foundation

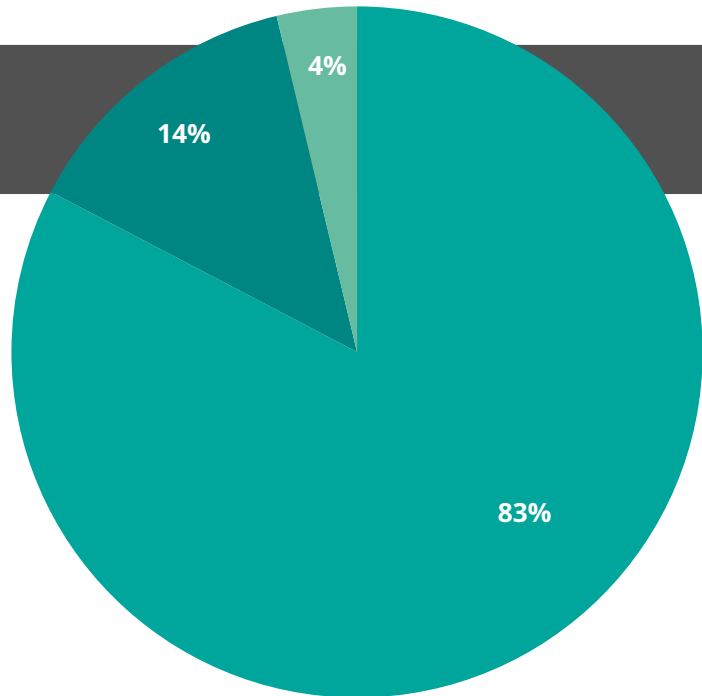
individual donors

Daniel Ramcharan
Jimmy Koo
Katelyn Fujii
Kathy Arney
Kimberly Nordbye
Marcey Rosser
Melanie & Paul Drever
Michelle Lewis
Shannon Rex
Susan Li
Thomas Gosse
Thomas Hopkins

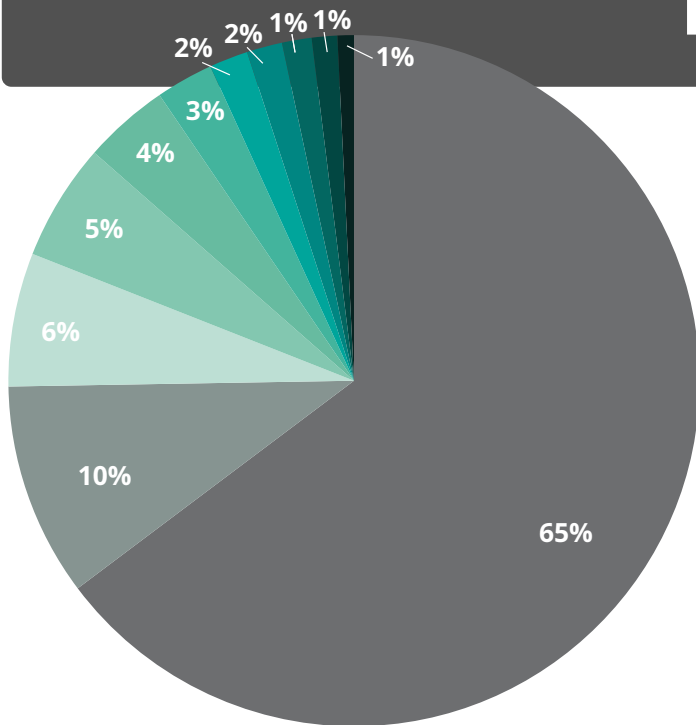
2024 financial snapshot

Income \$1,419,503

- Donations & Grants
\$1,73,489
- Events and Program Fees
\$192,901
- Sponsorship
\$53,113



Expenses \$1,444,110



- Salaries & Wages
\$938,174
- Subcontractors and Consultants
\$144,774
- Program & Event Expenses
\$90,546
- Rent & Office
\$79,542
- Professional Fees & Professional Development
\$58,183
- Facility Rental & Catering
\$39,013
- Program Facilitator Travel
\$26,303
- Advertising & Promotion
\$24,099
- Volunteer & Staff Recognition
\$20,058
- Amortization, Insurance, Interest & Bank Charges
\$17,292
- Information Technology
\$11,126

2024 financials

FUSESOCIAL WOOD BUFFALO SOCIETY
Statement of Revenues and Expenditures
Year Ended December 31, 2024

	2024	2023
REVENUES		
Donations and grants	\$ 1,173,489	\$ 1,241,009
Events and program fees	192,901	221,224
Sponsorships	53,113	52,910
	1,419,503	1,515,143
EXPENSES		
Salaries and wages	938,174	975,181
Subcontractors and consultants	144,774	116,699
Program and event expenses	90,546	180,836
Rent	44,315	42,259
Facility rental and catering	39,013	37,623
Office	35,227	41,825
Professional fees	34,763	16,461
Program facilitator travel	26,303	36,530
Advertising and promotion	24,099	26,030
Professional development	23,420	16,558
Information technology	20,058	22,805
Volunteer and staff recognition	11,126	14,695
Amortization	8,993	10,731
Insurance	4,366	4,291
Interest and bank charges	3,933	3,379
	1,449,110	1,545,903
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS	(29,607)	(30,760)
OTHER INCOME		
Interest income	43,091	53,293
EXCESS OF REVENUES OVER EXPENSES	\$ 13,484	\$ 22,533

FUSESOCIAL WOOD BUFFALO SOCIETY
Statement of Financial Position
December 31, 2024

	2024	2023
ASSETS		
CURRENT		
Cash	\$ 331,666	\$ 994,531
Interest receivable	14,724	8,670
Goods and services tax recoverable	24,072	13,351
Prepaid expenses	6,818	4,218
	<u>377,280</u>	1,020,770
EQUIPMENT <i>(Note 3)</i>	22,721	27,101
RESTRICTED CASH	432,126	358,171
	<u>\$ 832,127</u>	<u>\$ 1,406,042</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 17,652	\$ 29,914
Wages payable	5,550	16,893
Employee deductions payable	905	-
Deferred contributions <i>(Note 6)</i>	261,355	826,054
	<u>285,462</u>	872,861
NET ASSETS		
General fund (unrestricted)	91,818	147,909
Invested in equipment fund (internally restricted)	22,721	27,101
Long-term reserve funds (internally restricted) <i>(Note 7)</i>	432,126	358,171
	<u>546,665</u>	533,181
	<u>\$ 832,127</u>	<u>\$ 1,406,042</u>

A full breakdown of our financial statements is available at fusesocial.ca

2024 fuse crew



Shannon Rex
Executive Director



Melanie Drever
Operations Director



Shawna Pelley
Capacity Building Programs Director



Jamie Slugoski
Operations Coordinator



Melanie Asher
Advisor, Organization & Sector
Development



Brenna Kimball
Manager, Volunteerism



Alana Hansen
Manager, Leadership Development
& Special Projects



Sara Pieroway
Marketing and Communications
Specialist



Amy Arendt
Marketing & Communications
Business Partner, Shared Services



Kassandra Felix
Human Resources Business Partner,
Shared Services (Maternity Leave)



Ella Awojobi
Human Resources Business Partner,
Shared Services



Christopher Cameron
Evaluation & Social Research
Business Partner, Shared Services
Tomorrow Project Facilitator



Ivy Kiambi
Programs Assistant



Ebenezer Olowo
Manger, Leadership Development
& Special Projects

Special thank you to the following team members who also contributed to a successful 2024:

Michelle Lange, Operations Director

Kayla Mawhinney, Human Resources Business Partner, Shared Services

Marcelo Vilhena, Marketing and Communications Coordinator, Maternity Coverage

Colin Funk, Leadership Wood Buffalo Facilitator

Diana Noble, Strategic Learning Consultant and ConvergenceYMM Networking Facilitator

Jennifer Vardy, Heart of Wood Buffalo emcee and ConvergenceYMM emcee

Madison Walsh, Summer Student

2024 board of directors



Marcey Rosser
Director



Janice Dyer
Vice Chair



Cliff Dimm
Secretary



Sundas Shamshad
Director



James Knelsen
Treasurer



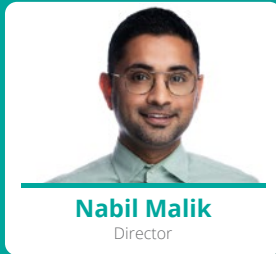
John Evans
Director



Laura Walford
Director



Michael Penney
Director



Nabil Malik
Director



Rhonda Hite
Director



Thomas Hopkins
Board Chair



Tracy Aitchison
Board Chair (until February)

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

Cristina Viegas
Ginger Auger
Janeen Samson
Jennifer Vardy
Joy Flett
Martin Wright
Sianna White
Tiffany Stagg

LWB Advisory Committee

Cecey Sara
Jenna Fewer
Jennifer Vardy
Joanne Day
Kaitlyn Campbell
Len Savoy

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



@fusesocialymm



t 780.791.9333

e hello@fusesocial.ca

w fusesocial.ca

20 Riedel Street Fort McMurray, AB T9H 3E1