

ANNUAL REPORT

2023

Stop Abuse in
Families (SAiF)
Society

www.saifsociety.ca

P.O. Box 48146, St. Albert, AB T8N 5V9

STOP ABUSE IN FAMILIES (SAIF) SOCIETY

OUR PURPOSE

To promote healthy, respectful relationships through education, support, and advocacy.

OUR VISION

Working towards a society free of abuse.

OUR VALUES

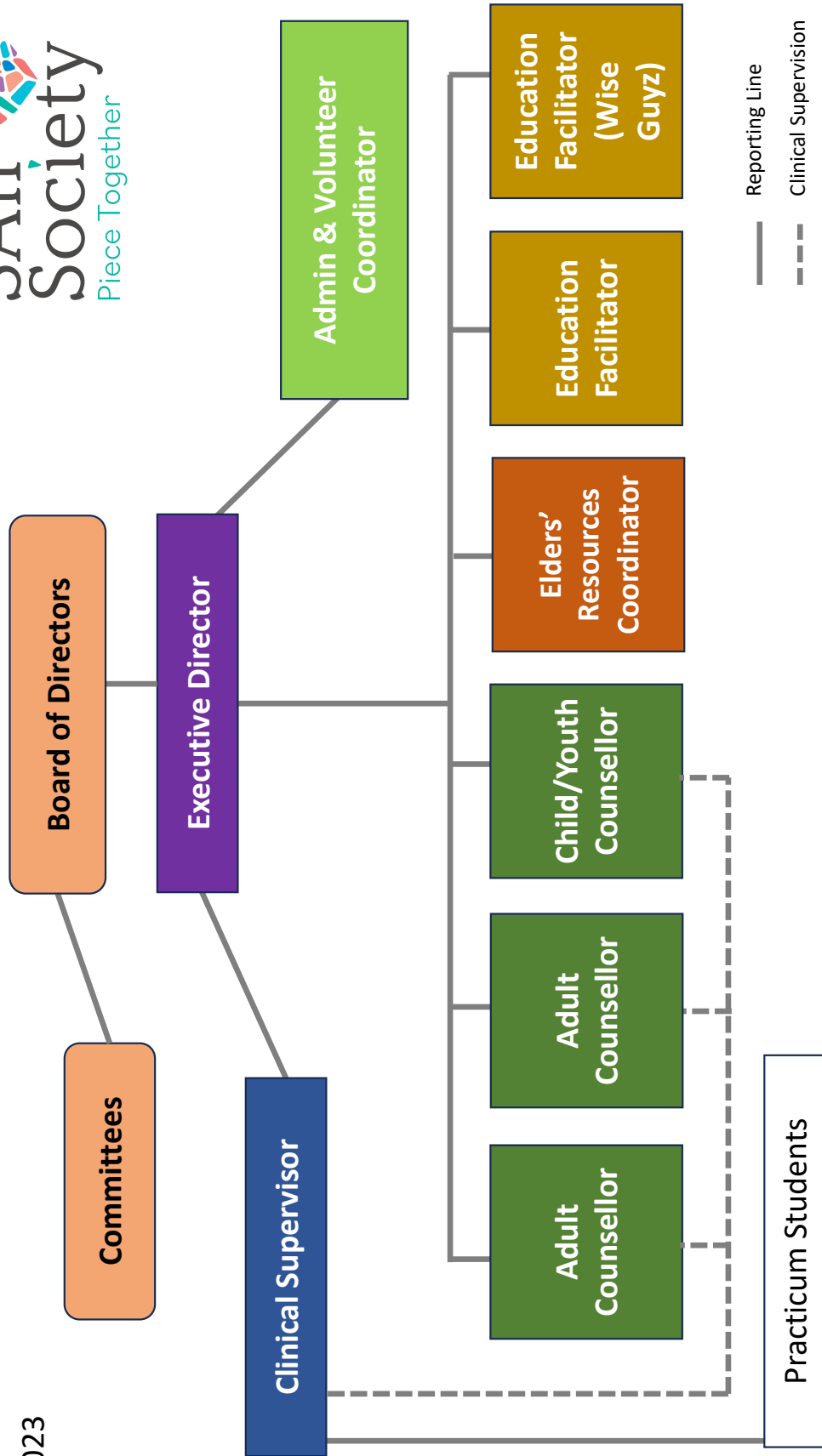
We believe each individual has dignity, is unique, and deserves respect. Each individual shall live without fear of physical, sexual, emotional, verbal, financial, cultural, or spiritual abuse.

We do not discriminate on the basis of age, race, ethnicity, family or marital status, gender identity or expression, language, disability, political affiliation, religion, sexual orientation, socio-economic status, veteran status, or other characteristics that people may define for themselves.



ORGANIZATIONAL CHART

2023



2023 BOARD OF DIRECTORS

- Thomas Holmes Chair
- Denyse Michelutti..... Vice Chair
- Natasha Lewis Secretary
- [Vacant]..... Treasurer
- Jacquie Hansen..... Director
- Tammie Lubemsky Director
- Heather Beaton..... Director
- Mike Coutu..... Director
- Lynne Rosychuk Director

EXECUTIVE DIRECTORS

Mark Dixon.....	2022 to Present
Areni Kelleppan.....	2019 to 2022
Sandyne Beach–McCutcheon	2018 to 2019
Caroline Smigielski.....	2017 to 2018
Doreen Slessor.....	2005 to 2017
Ireen Slater (Founder)	1988 to 2005

Since 1989, we at the Stop Abuse in Families (SAiF) Society have prided ourselves on being an essential and adaptable, solutions-focused, non-profit organization that provides free, trauma-informed care through individualized planning and counselling services, a richness of therapeutic and educational programs, and ongoing professional and emotional support.

MESSAGE FROM THE BOARD CHAIR

Dear SAIiF Supporters,

As we come together for another Annual General Meeting, I am thankful for the unwavering dedication and compassion each of you brings to our mission of supporting survivors of domestic violence. Your commitment to healthy individuals and families has been the motive force behind every achievement and milestone we've reached.

In the face of adversity, we have stood as a beacon of hope for those experiencing the trauma of domestic violence. Through our programs, advocacy efforts, and outreach initiatives, we have provided vital support and resources to survivors and worked tirelessly to break the cycle of abuse. Over the past year, our Board engaged in fruitful Strategic Planning work, supported the investment of both a rebranding and office expansion all with the objective of continuing to enhance our ability to support this community.

This year's AGM provides us with an opportunity to reflect on the impact of our work and reaffirm our commitment to creating a safer, more supportive community for all. We will review our accomplishments, discuss challenges, and explore new avenues for growth and collaboration. I wish to thank our Board of Directors, current and departed, for your leadership. Thank you to our Executive Director and our staff for everything they do to serve each day... this work doesn't happen without you.

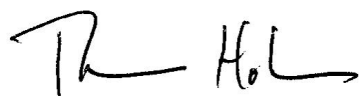
Your connection with SAIiF is not only a testament to our aligned values but also inspires us to share our work and message. There are some things you can do to help us!

- 1) Share the message of SAIiF with your loved ones and others who can help. Word of mouth and social media help us connect with those who need our support and who can also support us.
- 2) Donate what you can. We accept one-time and regular donations. We are also growing an endowment fund to help fund our programs.
- 3) Join us for regular events and fundraisers and invite others to participate.

Your insights, ideas, and feedback are essential as we strive to improve and expand our services to better meet the needs of those we serve. I extend my heartfelt gratitude to each of you for your continued support and partnership. Together, we will continue to be a voice for change, a source of strength, and hope for those who need us.

Thank you for your commitment to our cause.

Warm regards,



Thomas Holmes
SAiF Board Chair



MESSAGE FROM THE EXECUTIVE DIRECTOR

***“Together we can break boundaries
and set new ones.
Together we are unstoppable.”***

SAiF Brand Story



I am thrilled to bring you this message reflecting on my first full year as the proud ED of SAiF. Such an amazing organization with a talented team, an engaged community, and a network of supporters doing very important work.

If I had to pick a theme for this year, I would say BUILDING as we did on many fronts:

- **Team Building** – engaged our team members and partners; revamped our HR policies and procedures; and refreshed our clinical policies.
- **Network Building** – leveraged what was in place; reconnected with lapsed contacts; and reached out to new partners.
- **Brand Building** – refreshed our brand with images and a brand story that better resonate with our audiences.
- **Capacity Building** – moved to a new physical space that increased our ability to support more clients in a flexible schedule while providing more opportunities for staff’s self-care. Also explored ways to fund our operations outside of grants via donor relations, endowment growth, leveraging wills & estates, and exploring other unique fundraising models.
- **Program Building** – continued to review our current programs and explored ways to expand our offerings.
- **Building Supports** – carried out all of the above through the lens of being able to better support our clients, now and into the future.

The type of building outlined above is only possible because of the work of those who can before us, starting with our founder, Ireen Slater. It is only because of her and others who stepped up in our past 35 years and established the reputation we have that we are able to expand our supports to help more individuals and families in situations that are becoming more and more complex.

And finally, we thank our board of directors and many community partners for supporting us in the many leaps of faith that we took this year that are already paying off!

To one and all, we humbly ask that you support us in any way you can as we continue to break boundaries for those in need.

Best,

A handwritten signature in black ink, appearing to read 'Mark Dixon', with a long, sweeping horizontal line extending to the right.

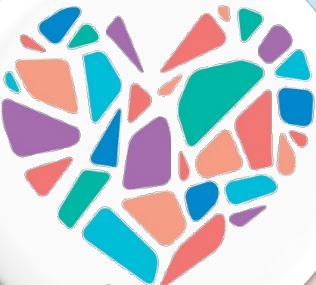
Mark Dixon
SAiF Executive Director

**SAIF
PROGRAMMING**



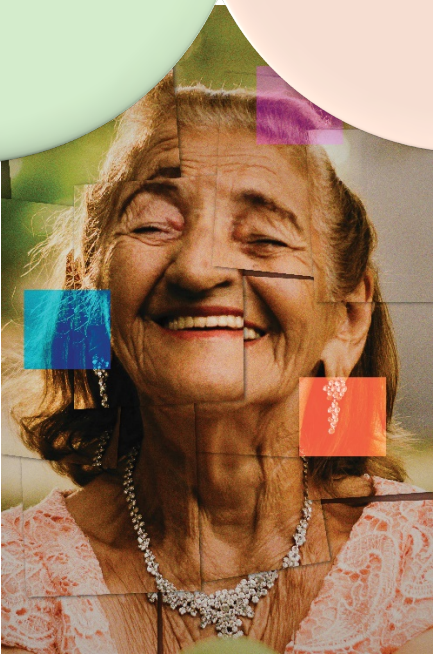
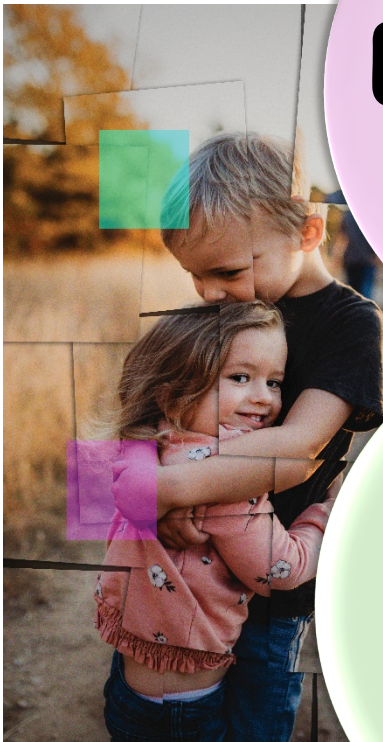
COUNSELLING

GROUPS



ADVOCACY

EDUCATION



SAIF'S COMMUNITY IMPACT

IN
2023



PEOPLE
SERVED
2,559

PHONE
CONSULTATIONS
200+

YOUTH
EDUCATION
2000+

FAMILIES
SUPPORTED
250+

ELDER
EDUCATION
100+

HOURS OF
COUNSELLING
500+

ELDERS
SUPPORTED
50+



BRAND REFRESH

SAIF & SOUND: THE BRAND STORY

We need to talk.

If there exists in our vernacular another statement so synonymous with pulse-pounding feelings of apprehension and dread, we'd be hard-pressed to find it. The deeper the conversation and the more urgent the need to express our thoughts, our desires, and ourselves beyond the use of simple memes and emojis, the more exhausting and terrifying the prospect. And yet, here it is:

We as members of a family, a community, and a society, really need to talk...for the more we fail to speak, the more difficult speaking becomes.

The more difficult speaking about family violence and abuse becomes.

Thus, the welcomed paradox of the SAiF Society — to encourage potentially uncomfortable conversations in the promotion of healthy relationships...because violence and abuse only grow in silence, and the routines of personal acceptance and communal apathy only serve to feed the harmful illusions of safety and normality.

In our critical role as skilled and compassionate clinicians, counselors and educators, we work to help set things right for willing individuals, families and groups, be they survivors or perpetrators, family members or friends, to help address the previous, current or imminent impacts of

and their loved ones toward a place of physical, mental, and emotional wellness. To those searching for hope and guidance in a world of complex and imperfect systems, often indifferent or detrimental social beliefs, and toxic behaviours, we can say with impassioned confidence,

THE IMAGERY

Images are a key design element that can very effectively unify and bring life to communication efforts; serving to help tell the brand story while providing relevance, resonance and remembrance among core (target) audiences through identification, expression and visual consistency. When selecting images for marketing communications pieces, make your selections using the following guidelines. Please note that images may appear as patchwork (Photoshop effect has been supplied) with an overlay of outlined or coloured (yet transparent) patchwork boxes (see marketing and advertising examples) as visual representation of

hopelessness or despair, but experiencing the positive healing effects of counseling services and ongoing support. These are people who have chosen to break the silence and take the first step toward healing and a better, more promising tomorrow.

Diversity: People in images should be selected to represent the diversity of SAiF Society target audiences (which include victims, perpetrators, donors, funders, partners, volunteers including Board members, government, regulatory bodies, educational institutions, and foundations). As abuse can happen to anyone, diversity should reflect people of all ages, genders, orientations, abilities and circumstances.

Emotion: Images should be focused on people experiencing safety and security, and their facial expressions should be joyful or content, not angry, nor in distress, to associate the SAiF Society with positive aspirational emotions only — despite the many struggles and hardships they may have experienced. Required, due to the tone of messaging used (ie, audiences are asked to recognize the signs of violence), images and expressions may then be serious, contemplative, reflective, and even sombre and emotional in nature, but should never be so gratuitous as to feature suffering or fear.



SAiF Society Brand Playbook 11

THE LOGO & TAGLINE

A mosaic visually symbolic of working to piece together broken lives, relationships, families, communities and futures into something new and whole, beautiful and peaceful, and more healthy and heartfelt.

Potential Taglines:
Now, for the future, or simply
used as campaign headers...

PIECE TOGETHER

Dismantle toxic relationships, bias and social stigma to create new healing pathways. Come together into something wholly new and harmonious, healthy, and You. Come together as a family or a community.

BE HEARD. BE SOUND.

Find your voice, engage in tough conversations (as an individual and a community), and heal (become safe & sound).



LOGO VARIATIONS



White (KO)

For use with dark backgrounds where multiple colours are not available



Single Colour: 100% K (Black)

For use with light backgrounds where multiple colours are not available



White (KO+CMYK/RGB) -

Reverse with colour

LOGO FILE GLOSSARY

Logo file folders are named for their intended application (print or web). Be sure to use them as directed:

File Type	Application	Resolution	Colour Mode
EPS-Web	Print	Independent/Unlimited	CMYK or Pantone
JPG-Web	Digital	Limited: 72 DPI (dots per inch)	RGB or HEX
PNG-Web	Digital	Limited: 72 DPI (dots per inch)	RGB or HEX

Raster Files

JPG

Resolution dependent, for use in digital applications. Does not have a transparent background. Not recommended for print.

PNG

Resolution dependent, for use in digital applications if needed with transparency (ie, logo on top of coloured backgrounds). Not recommended for print.

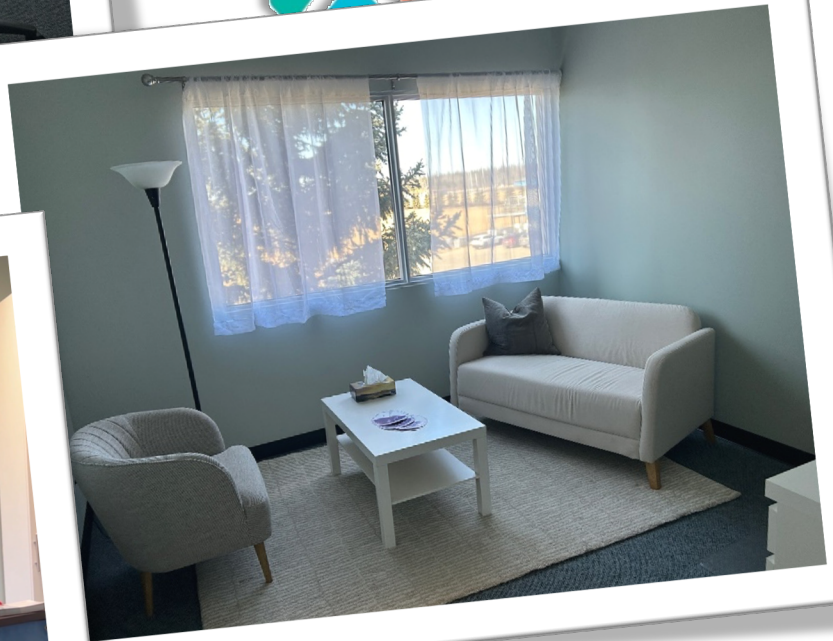
Vector Files

EPS

Vector based (resolution independent), best used for printed applications. Supports transparent backgrounds.

- New website launched November 2023.

NEW OFFICE



- Increase from 3 to 5 counselling spaces.
- Addition of breakroom, boardroom, storage space, and ED office.

FLYER MAIL DROP



BREAK THE SILENCE.

Family violence can happen to anyone in our community... And the more we fail to speak about it, the more difficult speaking out becomes. Help break the silence and allow yourself or others like you to take the first step toward healing.

Non-judgmental and discreet SAiF spaces do exist for you and your loved ones. We'll help you break away from patterns of abuse and put the pieces into place for a better, more promising tomorrow.

If you or someone you know are at risk, find your voice and contact us today at 780-460-2195 or saifsociety.ca



SAiF exists to help break the silence and set things right for people of all ages, races, genders, orientation, abilities and circumstance facing the immediate or imminent impacts of family violence and abuse.

Your generous donation of time and/or funds will ensure SAiF's continued offering of free and discreet trauma-informed counselling services, educational group programs and workshops, and ongoing senior, parent, youth, and family supports.



To learn more, join the conversation at 780-460-2195 or saifsociety.ca

TO HELP US CREATE AND SUPPORT SAiF SPACES,

Please Donate to our Charity



To our Endowment Fund

Or Plan a Gift in your Will



Dropped via Canada Post on Nov. 21, 2023, to all houses in St. Albert, Sturgeon County, and Parkland County.



FINANCIAL AUDIT 2023