

October 2020

2020 ANNUAL REPORT



Peacebuilding Skills for Youth, Families & Communities

President's Message

How often do we see people who carry the scars of conflict, bullying and violence from childhood throughout their lives? The result is often stress, unhappiness, depression and emotional unwellness and can even become tragic. Conflict is a fact of life for all of us, something we all experience whether at school, at work, at home, at the grocery store. What if we could change this path by providing youth with the ability to deal with these issues and avoid the resulting negativity that can affect their lives? These are life skills that will change the dynamics of their lives, their families, and workplaces for this and future generations.

The need for PMAST's programs has not diminished in these uncertain and tumultuous times. In fact, I would argue we need them even more in a time when mental health and wellbeing is being put to the test on a daily basis. We are therefore doubling down on our efforts to fundraise and re-establish our footing going into 2021.

In 2020, our usual fund-raising events were all cancelled due to COVID-19, resulting in not meeting our goals with the Birdies for Kids Campaign. This necessitated devising and implementing innovative fund-raising strategies, such as virtual 50/50s and Wine Survivor, a huge learning curve for all of us.

Did you know that to have our PEER program in a school costs about \$120,000 per year? This includes a full-time mediator/trainer who provides all our training programs, develops peer mediation teams and provides mediation services to students, families and staff, and even facilitates in-school suspensions. For a school with about 800 students, this works out to 81 cents per student per school day. That's about 2 Starbucks lattes a month! For schools with a higher population, the cost is even lower. This is messaging we aim to share with potential donors as we look to recuperate the funds we have not been able to raise in 2020 to date.

In the words of a past Assistant Principal of a school where the program was implemented: "In a perfect world, every school would be staffed with a mediator who can work with staff, students, and families to come to resolution. We benefitted greatly from the trainer's presence in our school".

Mission Statement

To equip youth, families and communities with the skills to manage conflict where they live, learn, work and play.

Vision Statement

Everyone will have the skills to manage conflict positively to promote emotional health and wellbeing.

Program Updates

Before schools were closed due to COVID-19:

- We were in a class of 25 students with the English Language Learners beginners' class at Nelson Mandela High School who completed 4 weeks of a 10 week program.
- We were also almost through the second class of 26 students at Nelson Mandela High School with their intermediate English Learners program, who completed 4 of 6 classes when schools were dismissed.
- We were preparing to begin classes for Youth Empowerment Skills 8-week program at Good Shepherd School in Airdrie when schools were closed.
- Thumbs Up foundation in Airdrie is working in partnership with PMAST and to develop a program called Connected Families designed for parents and teens to explore family dynamics together and learn new skills for better communications. This pilot project will be relaunched in February 2021. Registration details to come out in the Fall.
- We also conducted meetings with other schools and communities interested in our services on an ongoing basis.

Our Board



BRENDA CHRISTIE

Brenda comes from very humble beginnings in rural Alberta, moved to Edmonton during high school and attended business college. She worked for the Provincial Government for years, through various departments, including Forestry and in 1981 moved to Calgary with the Energy Resources Conservation Board (ERCB). Here she attended the Petroleum Engineering Technical

Program at SAIT. During her time at ERCB she also attended the Mediation/Negotiation Certificate Program at U of C and was instrumental in establishing a Dispute Resolution Group for ERCB employees.

After preaching that all ERCB employees dealing with the public or industry corporations should have this training, it eventually became a standard requirement. As Brenda became more involved in mediation, she joined Community Mediation Calgary society (CMCS) and was a founding member of a youth project in 1999, which would become PMAST.

Since the beginning she has held many offices with PMAST Board of Directors, and her vision of what PMAST should be in order to provide a service so critical to youth and their families, keeps her on track to try and reach those goals.

Her energy is fuelled by seeing the lives that have changed, the youth who have turned their lives around to become happy, well-functioning members of society.

As a Grandmother and a PMAST founding member, she believes that to change the life of a child is still the best miracle and that we can improve a families dynamic, or change a life in spite of it.



BOB LANG

Bob has been active with Calgary community groups for around 30 years starting with the Cliff Bungalow – Mission Community Association. That involvement has led to being involved in many other community groups and activities, many in a leadership role, including those involved in mediation services, urban planning, transportation planning, safety, health,

social services, housing and heritage. Some of the community groups he is currently involved with are Cliff Bungalow – Mission Community Association, Federation of Calgary Communities, Inner City Coalition, Safer Calgary, Inner City Community Life Council, Community Life Improvement Council, Community Mediation Calgary Society and Peer Mediation And Skills Training.

Bob has received the several awards related to his community activities including:

- Stars of the Millennium 2002 – Province of Alberta
- Calgary Awards 2008 – Community Advocate – City of Calgary
- Heart of Calgary 2010 – Volunteer Calgary



MOHAMED ELBADWIHI

Mohamed has a background in enterprise technology strategy and software engineering.

When he's not staring at his computer screen, he can be found staring at the night sky somewhere in Alberta, Canada, where he moved a year ago.

He enjoys reading, and writing about the things he reads. He dreams of a world where no child has to go to school in fear of being bullied.

Blog: www.amunology.com



JEREMIAH LAJIDE

Jeremiah works to obtain data that reflects the importance of the work we do at PMAST. As a member on the fundraising committee, he is also invested in generating awareness and the funds needed to promote our mission and vision. Jeremiah believes that the empowerment of the individual is vital to the progress of the society, therefore it is important that no one is impeded in their ability to express

themselves, their goals and dreams. To this end he believes in the mission to equip our youth, families and communities with core skills that empower them to effectively deal with conflict through training, mentoring and community engagement.

Jeremiah is a self-employed Financial advisor working in Calgary, helping families manage and grow their estates for generations. Though this, the issues of poverty which often lead to violence and mal-adaptation in the community are abated.

Jeremiah received his education from the Southern Alberta Institute of Technology in Business, and engages in further self-education in Finance and Psychology from accredited Universities online.



JANICE ALLEN

Janice has a passion for working with students and youth, and looks for opportunities to give back in her community. Her volunteer experience includes strategy development, event planning, and volunteer coordination. Janice is particularly interested in supporting and promoting young women, and works to encourage all young people to reach their potential. She believes in the

power of connection - among peers, and within our communities.

Janice works as a geoscientist, and has studied at Dalhousie University, the University of Northern B.C., and Queen's University.



BRIANA INLOW

Briana Inlow has been working in the corporate responsibility field for 12 years. She has been with Benevity since 2018, supporting their vision to help some of the world's most iconic brands engage their people, customers and communities by connecting them with causes they care about. She is passionate about young people having the support and mentorship they need to reach their potential.

She lives in Calgary with her husband, two sons, and a giant dog.



VANESSA HOUV

Vanessa Houv majors in International Business and Finance at Mount Royal University. She holds a strong interest in creating a safe environment for everyone to be heard and supported as this is the first of many steps to initiate a positive change. With over half a decade of leadership experience, she has managed an array of projects aiming to increase the well-being of her community.



EVA GONZALEZ

Eva Gonzalez has an English Literature BA from the University of Calgary and has worked in Human Services for ten years. She is a champion for the underprivileged and under-represented and believes strongly in the power that we as human beings have to change the world through small acts of kindness and conscientiousness. She is a novelist and published poet and short-story writer.

She lives in Calgary with her husband, her daughter, and her Covid puppy.



TERRY D KOZLYK

Terry brings an ever growing, diverse and complimentary skillset to the board. With a dynamic career as an engineering technologist, he continues today as a data and reporting analyst for Shaw Communications Calgary.

While being a member of Toastmasters for 20+ years, Terry has served in many progressive roles of speaking

and leadership from club to district level, peaking in 2018 as the Public Relations Manager for District 42 of Alberta and Saskatchewan. Wanting to give back and help others with their speaking and leadership development, he began his self-help podcast TDKtalks.com in 2011, where he continues to curate today.

Discovering the power of video, Terry took his speaking, leadership and production talent further to create Video-Connects.com. His first major work was as a volunteer videographer with the children's charity No Ordinary Journey Foundation. In March of 2014, on their team with 10 others, he travelled across Vietnam on a 3-week mission, capturing their mission project in video, where they trained parents and caregivers of young children with cerebral palsy (CP). He returned to Vietnam with the charity in August 2015, on another 3 week mission, to produce a 30 min documentary – Untold Story, Return to Tra Vinh - which aired on Shaw TV Calgary in Nov 2016. His video productions and stories can be viewed at his Video-Connects Youtube channel.

With his growing interest in volunteerism, philanthropy and what drives many local philanthropists and volunteers, he began a video interview series in 2019 where he "asks them" in "Out-of-Country".

Having facilitated several Youth Leadership Programs in Toastmasters and his interest in supporting children and youth, problem solving and mediation/problem solving for a win-win resolution, PMAST promises to be a natural progression for Terry.



ELIZABETH BENNET

With over 35 years of teaching, administration and coaching experience, Elizabeth Bennett offers a unique blend of leadership, vision, and a vast background of knowledge.

This award winning school Principal has a relentless passion for changing this broken, violent, socially isolated environment of dysfunction to creating

a space for courageous conversations, empowering people to take on their lives and live with joy and love ~ suitable for sustainability for our next generation to flourish in.

She is dedicated to sharing this message of hope to community and business leaders, educators, parents and youth.

Being a survivor of domestic violence and sexual abuse as a teen, this experience has taught Elizabeth that in order to succeed in life you must be willing to do whatever it takes.

She is eternally grateful for the genes of determination and persistence which she inherited from her mother, which provides Elizabeth with a fiery attitude and a heart centred desire to empower people and help them transform so that they can live the life they desire.

Elizabeth has also been a contributing author to two best-selling books and her chapter focused on the Courage to Speak.

Our Committees

Governance Committee

Our Governance Committee reviews and develops policies and procedures to put them in place and administer as need be. All governance documents will be approved by all members of the Board.

Chair: *Brenda Christie*

Meetings: *As Required*

Fundraising Committee

Our Fundraising Committee is tasked with mapping out and coordinating fundraising initiatives that will help us acquire the funds we need to run our programs successfully and cover our minimal administrative costs.

Chair: *Brenda Christie*

Meetings: *Bi-Weekly*

Marketing and Promotions Committee

Our new Promotions Committee is tasked with developing all of the elements of our marketing strategy and creating engaging communications channels and materials that will raise awareness of PMAST's programs and fundraising initiatives.

Chair: *Briana Inlow*

Meetings: *Bi-Weekly to Monthly*

Programs/Community Outreach Committee

Our Programs/Community Outreach Committee is tasked with sourcing, reviewing, developing, and presenting PMAST programs to potential clients.

Chair: *Flo Lye*

Meetings: *As Required*

Board Activities in 2020

Due to COVID – without active programs, meetings or gatherings, time was spent on housekeeping, increasing our organizational capacity and program development:

1. Recruiting and building our Board of Directors
2. Board training workshop
3. Rewriting our Articles of Association as more simplified and current
4. Redrafting our Strategic Plan
5. Fundraising
6. New website, branding, social media strategy, and messaging

Board Training

We held a full day, virtual Board training and planning workshop in August to re-establish our Vision and Mission, set out goals for the coming year, and level set as a Board.

Succession Planning

We have been actively seeking new Board members to fill empty positions and ensure we have a wide range of skills and experience to support our work. We now have a full Board and are focused on ensuring our committees are operating effectively, particularly in raising funds and awareness for our programs.

**Peer Mediation and Skills Training
Financial Report
For Year Ending December 31, 2020**

Statement of Operations

	General	Casino	Total 2020	Total 2019
Revenue				
Casino Proceeds			0	68,333
Donations (Note 4)	1,740	102	1,842	7,145
Grants (Note 6)	998		998	9,745
Interest	20	19	39	22
Other Income	0		0	0
Fund Raising Activities	4,632	589	5,221	16,305
Total	7,390	710	8,100	101,549
Expenditures				
Bank Charges	0		0	0
Contract Services	8,555	34,352	42,907	43,300
WCB			0	14
Travel	360		360	435
Program Director Expenses	530		530	514
Volunteer Appreciation	584		584	761
Board Development	1,575		1,575	0
Insurance		11,434	11,434	10,882
Marketing and Promotion		323	323	359
Meetings and Workshops			0	75
Memberships	205		205	222
Office Supplies			0	171
Telephone		1,048	1,048	1,055
Website		123	123	92
Fund Development	4,632		4,632	9,474
Program Expenses	663	451	1,114	2,385
Total	17,104	47,731	64,835	69,739
Excess/Deficit of Funds	-9,713	-47,021	-56,735	31,810

**Skills Training
Financial Report
For Year Ending December 31, 2020**

Statement of Cash Flows

	2020	2019
Cash generated from (used in):		
Cash Flows from Operations:		
Excess of Revenue (Deficit)	-56,735	31,810
Changes in non-cash Operating Working Capital		
Accounts Receivable	-100	-46
Prepaid Expenses	-70	6,382
Accounts Payable	0	0
Deferred Revenue	39,535	2,835
Cash from Operations	-17,370	40,981
 Cash Flows from Investing		
Purchase of Investments	0	0
Redemption of Investments	0	0
	0	0
 Increase (Decrease) in Cash	 -17,370	 40,981
Cash, Beginning of Year	111,914	70,933
 Cash End of Year	 94,544	 111,914
 Cash Consists of:		
General	56,419	48,072
Casino	38,125	63,843
	94,544	111,915

A THANK YOU TO OUR SPONSORS AND SUPPORTERS

