

THE ROAD AHEAD

FUNDRAISING CAMPAIGN | **CASE FOR SUPPORT**



www.victimsupport.ca

403-885-3355 • 4405 South Street, Blackfalds RCMP Detachment





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Message from the Executive Director

The Road To Recovery



Any one of us could become a victim of crime or tragedy at any given time and be faced with an overwhelming, emotional and difficult road ahead.

Our team is here 24/7, 365 days a year to

support victims/witnesses so they don't have to face their journey alone. Central Alberta Victim & Witness Support Society makes a difference through our professional and compassionate provision of direct support, information and referral.

As we are a non-profit organization, we are seeking financial support to assist in delivering these essential services and bridging the gap from hurt to hope to empower survivors of crime and tragedy.

The Road Ahead Campaign is intended to further establish community awareness about the programs and services available while establishing fundamental partnerships and sponsorships, enabling our organization to move forward and continue to make a difference in the communities we serve.

We invite you to get involved and join us on "The Road Ahead" as we walk alongside our clients on their road to recovery.

Thank-you for your consideration,

Sincerely,
Executive Director

Gloria Derksen

Message from the Board President

Community Partnerships



CAVWSS continues to support victims/witnesses in their most difficult and trying times, serving a large geographical area and communities throughout Central Alberta. Sadly, there are many and their numbers increase each year.

We want victims and witnesses of crime and tragedy to know they are not alone. Our dedicated staff and volunteer Advocates continue to work hard on the front lines to help ease the pain and trauma faced by so many.

Will you help us walk with them? Our Road Ahead Campaign paves the way for us to establish and maintain fundamental relationships and working partnerships with organizations, businesses and individuals just like you. Through your crucial assistance you help create financial security for us, allowing us to meet the needs of current and future clients.

As we embark on our journey ahead we invite you to participate in our campaign in any way you can, whether it be financial contribution, gift in kind or by helping us spread the word and supporting our goal.

Your support will help us make a difference by lightening the load for victims and witnesses in times of crisis and trauma.

Sincerely,
Board President

Cynthia Edwards





ABOUT THE ORGANIZATION

Central Alberta Victim & Witness Support Society is a non-profit organization that works in partnership with the RCMP to provide support, information and referrals to victims of crime and tragedy.

CAVWSS provides services to the people of Blackfalds, Clive, Joffre, Springbrook, the Summer Village of Gull Lake, a large portion of Lacombe County, and a large portion of Red Deer County. Victim support services can be provided at the request of a police officer, a referral from another agency, detachment walk-in or phone inquiries. Our trained volunteer Advocates come to the immediate aid to our clients so they don't have to face the road ahead alone.

MISSION

To equip clients to engage positively and productively in their community through our professional and compassionate provision of direct support, information, referral and education.

VISION

We assist in bridging the gap from hurt to hope to empower survivors of crime and tragedy to take control of their lives.

We assist in cases such as;

- Homicide | Family/Relationship Violence | Sexual Assault | Physical Assault | Armed Robbery/Robbery
- Theft/Fraud | Break & Enter | Vandalism/Mischief | Serious Motor Vehicle Accidents | Sudden Death
- Suicide | Fire/Multi-Casualty Disaster | Industrial Accidents | School Crisis

Confidential, Compassionate & Complimentary Service!

Advocates provide immediate and direct support, compassion, a listening ear, and direction in obtaining support related services. All services are free and confidential. Advocates assist in court preparation and accompany victims to court, as well as track criminal proceedings for the victim, should it be required.

2019 - 2020 *Stats and Community Impact*

365 Days
24/7
Services
Available

1226
Victims
Helped

453 HRS
Court
Support

2046 HRS
Direct Victim
Support

1047
Adult
Victims

231
Family
Violence Files =
361
Victims of Bodily/
Emotional
Trauma

190
Youth/
Children
Victims

882
New Files
Opened

68
Crisis
Call-Outs

56
Volunteers
(Board, Advocates &
Community)

538 HRS
Training
(Board, Advocates &
Staff)

Note: These numbers reflect our last fiscal year cases only and do not include ongoing management of case files from previous years.

The Heart of Central Alberta Victim & Witness Support Society

At the very heart of victim services are the volunteers and staff who display their passion and commitment every day, providing trauma informed care to the residents of the communities we serve. This team responds by stepping in and assisting with many distressing tasks for our clients in addition to providing emotional support, helping clients cope and move forward after experiencing crime or tragedy. Whether it's the provision of extra safety measures, access to counseling and treatment, or supporting families as they cope with the aftermath of the loss of a loved one, to walking alongside a victim through the difficult criminal justice system, this team responds to over 70 requests for service monthly. In spite of the downturn in the economy and the COVID-19 pandemic resulting in an increased file load, we were fortunate to continue in our commitment to our community in the provision of direct support, information and referrals for victims and witnesses of crime and tragedy.



WHY GET INVOLVED?

Your investment in this initiative will make a difference in the lives of those suffering at often the most difficult and trying times in their lives. By contributing to our program you are investing in a service that could or may have already been used by loved ones in your community.

Anyone of us could become a victim of crime or tragedy at any time. CAVWSS is here to support clients in these difficult times. We invite you to participate in our campaign and aid CAVWSS in making a difference in the lives of victims & witnesses of crime and tragedy and be there when we are needed most.

IMAGINE

Imagine... being in a violent domestic situation, fearing for your life and having to leave with your children in the middle of the night. Our trained staff and Advocates are available 24/7 offering crisis support, information and referrals to ensure our clients are not alone on their journey ahead.

Imagine... being a victim of assault, leaving you physically and emotionally damaged with overwhelming feelings of fear and anxiety. You are terrified and confused about what lies ahead, having to face your assailant in court. Our team will assist with court support and accompaniment to walk along beside you through often emotional and difficult court procedures and processes.

Imagine...you are alone and awoken by a dreaded knock on your door to find a police officer delivering tragic and devastating news about a loved one. Our Advocates will be there in this time of crisis and will provide practical information to assist you with the very difficult tasks that lie ahead.

Imagine... you are a small child who has witnessed a terrible crime. Police officers are on scene and you find yourself feeling alone and overwhelmed with fear and uncertainty, wondering what has happened to your parents. Our staff and Advocates can be there in this time of crisis to ensure a safe environment until arrangements can be made and referral agency processes are in place.

These are just some examples of the role CAVWSS plays in lightening the load for victims & witnesses on their journey ahead. In a world of uncertainty, there is always one certainty: there will always be someone in need and someone in crisis or in a tragic situation. Help us help them.



*Notes from
our clients:*

“ I am so grateful for the day that you walked into the house and I shared a little bit of myself with you. From day 1 and every day since you have been on the ball and ready to help in any way possible. I believe that you made my process, and my life much easier.

“ Thank you for all you do and all you have done for me. Especially thank you for your concern for me these past weeks in my time of crisis. Love and blessings.

“ I just want to again express my appreciation to you for your assistance. Thank you for responding with such kindness and grace.

“ Thank you for all you do and all you have done for me. Especially thank you for your concern for me these past weeks in my time of crisis. Love and blessings.

“ Just saying “Thank you” doesn’t seem enough. I hope you know how much your thoughtfulness is appreciated. Thank you for the phone calls & being so considerate, Bless you all.

“ Thank you for the support and the encouragement you gave me while I was in Alberta. I was so thankful for you taking time out of your busy schedule to pick me up at the hotel and for preparing me to testify and staying with me at the court house. I hope our paths cross again in better circumstances.

“ Your members were compassionate, concerned and supportive to our daughter at the time of our son’s accident. You helped her through a very difficult time and helped prepare her for what lay ahead for her. She has said many times she couldn’t have done it without you and wished she could thank you in person.

“ We are simply grateful for people like you. Thank you so much for thinking of me and for the grieving pin. Your calm, reassuring, and caring presence that awful day was a light in the dark. We are still on the emotional roller coaster. I guess it is “normal” to lose one’s self in the replay mode – at least I hope so.

“ We are so grateful for the timely response and support you provided to our family during our time of loss and sorrow. The work you do is wonderful and deeply respected. Our son was an amazing young man and was very hard to lose. Your help and guidance was greatly appreciated.



THE ROAD AHEAD
CAMPAIGN

THE ROAD AHEAD CAMPAIGN

Central Alberta Victim & Witness Support Society is excited to move forward with continued support from community partners, individuals and organizations as we embark on a major fundraising initiative to assist in our mandate of making a difference in the lives of victims and witnesses of crime and tragedy and **bridging the gap from hurt to hope.**

CAMPAIGN GOAL

The Road Ahead Campaign is a one year campaign initiative with the potential of extension to meet a goal of

\$35,000!

MEETING URGENT NEEDS **24/7, 365 YEAR**

It is essential that our organization is equipped with the funding and resources required to be readily available to provide services 24/7, 365 days/year to support our clients. CAVWSS plays a major role in bridging the gap from hurt to hope and walking alongside victims and witnesses of crime and tragedy so they are not alone.

HOW YOU CAN HELP

Whether you are in a position to make a financial donation, corporate sponsorship, a gift in kind, a gift card for food/clothing/travel etc. we invite you to take part in our campaign. Our team will work with you to determine a plan that fits you and/or your business or organization.

The following page outlines donation and sponsorship opportunities and we welcome any other customized sponsorship plans or ideas you may have.

Your investment in Central Alberta Victim & Witness Support Society will not go unrecognized and funds raised will go towards direct support for victims of crime and tragedy throughout Central Alberta.



DONOR/SPONSORSHIP CAMPAIGN OPPORTUNITIES

THE ROAD AHEAD CAMPAIGN

PLATINUM
\$15,000

- Prominent Logo Placement On Website For Two Years
- Enlarged Cheque Photo Opportunity in Paid Advertising
- Prominent Individual Recognition on Social Media (Facebook Page)
- Paid Social Media Advertisement Boosted (Facebook)
- Prominent Logo Placement on Thank-You Sponsorship Banner
- Prominent Logo Placement on Campaign Recognition Wall
- Inclusion in Campaign News Release

GOLD
\$10,000

- Prominent Logo Placement On Website Two Years
- Enlarged Cheque Photo Opportunity on Paid Advertising
- Prominent Individual Recognition on Social Media (Facebook Page)
- Paid Social Media Advertisement Boosted (Facebook)
- Prominent Logo Placement on Thank-You Sponsorship Banner
- Prominent Logo Placement on Campaign Recognition Wall
- Inclusion in Campaign News Release

SILVER
\$5,000

- Logo Placement On Website for Duration of Campaign
- Group Recognition on Social Media (Facebook Page)
- Group Recognition on Closing Campaign Paid Advertising
- Logo Placement on Thank-You Sponsorship Banner
- Logo Placement on Campaign Recognition Wall

BRONZE
\$2500

- Logo Placement On Website For Duration of Campaign
- Group Recognition on Social Media (Facebook Page)
- Group Recognition on Closing Campaign Paid Advertising
- Logo Placement on Thank-You Sponsorship Banner
- Logo Placement on Campaign Recognition Wall

SUPPORTING
\$500 - \$1000

- Logo Placement On Website For Duration of Campaign
- Group Recognition on Social Media (Facebook Page)
- Group Recognition on Closing Campaign Paid Advertising

FRIEND OF CAVWSS
\$100 - \$500

- Logo Placement On Website For Duration of Campaign
- Group Recognition on Social Media (Facebook Page)

Don't see what you are looking for? We'd be happy to discuss customized options!

For more information contact: Amber Casey, Fund Development Coordinator

1-403-506-4440 | marketing@victimsupport.ca



How you can help...

How to Donate

You can help us continue our work in your community by;

- *Making a financial donation*
- *Becoming a corporate sponsor*
- *Donating goods and services*
- *Contributing to and/or attending our annual events*

We accept donations as cheques payable to Central Alberta Victim & Witness Support Society.

Cheques can be mailed to:

Central Alberta Victim & Witness Support Society, PO Box 1780, Blackfalds, AB, T0M 0J0

To make a cash donation you can call **1-403-885-3355**. Contact our funding development coordinator today to learn more about how you can help by emailing **marketing@victimsupport.ca**.

Donate Now Online!

Visit **www.victimsupport.ca** and click "**Donate Now**" on the home page or visit our donations page directly to find the link to donate through ATB Cares!



CAVWSS Wish List:

Our organization is always collecting items or gift cards that could be used to assist victims in times of crisis such as;

Grocery Gift Cards | Baby Items | Gas Cards | Cell Phone Cards (pay as you go minutes) |

Taxi or Uber Vouchers | Gift Cards to Cover School Lunches/Meals | Nonperishable Kid-Friendly Snacks

New Blankets | New Stuffies/Toys/Activities for children | Prepaid Credit Cards

CAWSS CURRENT BOARD OF DIRECTORS



Chair

Cynthia Edwards



Vice Chair

Lynne Mulder



Secretary

Melodie Stol



Treasurer

Dan McKay



RCMP Liaison

St. Sgt. Dan Martin



Director

Karen Smilar

Our Board of Directors is an exciting group of individuals who are committed to the operations and success of the Central Alberta Victim & Witness Support Society and the communities that we support.

If you are interested in becoming a part of our board, visit our website at: www.victimsupport.ca to view board member requirements and to find our on-line application form.

Don't know where to turn?



We can help 24 Hour Crisis Support

The Canadian Victims Bill of Rights defines a victim as an individual who has suffered physical or emotional harm, economic loss or property damage as a result of a crime committed in Canada.

Victims of crime and tragedy are often overwhelmed, confused and unsure of how to deal with the events and procedures which follow. Our organization offers support, programs and services such as court orientation and accompaniment.

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