

Treasurer's Report

Financially, management and staff have done an admirable job of limiting the negative impacts of a depressed Calgary economy, which has created pressure on revenues, particularly in the area of individual and corporate donations. Remarkably given the environment, in the 2018-2019 year, the agency generated revenues of \$8.3 million, within 1% of the total received during the previous financial year.

Particularly gratifying was a record fundraising outcome of the annual Turning Points gala held in April 2018, as well as being beneficiaries of the following significant campaigns: CTV Calgary's Toy Mountain, the Calgary Herald Christmas Fund and Shopper's Drug Mart – Growing Women's Health. These, and other corporate initiatives continue to provide opportunities of achieving both a valuable financial outcome as well as a platform to enhance awareness of the continued challenges of family violence and abuse in our community. We also continue to benefit from the goodwill of an amazing group of individual donors, many of whom offer their incredible support, year after year.

For the 2018-2019 year, our operating costs were \$8.7 million. A large proportion of the expenses relate to salaries to remunerate appropriately for qualified staff and to enhance our programs and services. We anticipate this investment will continue for the foreseeable future.

With rising demand for services, accompanied by the associated pressures on costs and revenues consistent with the previous year, the organization

generated a small deficit this year. Fortunately, in recent years, staff have been successful in accumulating a contingency reserve to cover small deficits should unforeseen circumstances arise. With a healthy reserve and support of the Endowment Trust Fund, a positive outlook remains.

Looking ahead, although there has been some basis of improved economic optimism within the city recently, demands on our services and in the fundraising environment will remain challenging. The organization will continue to carefully manage expenses while our fundraising focus will continue with intensity.

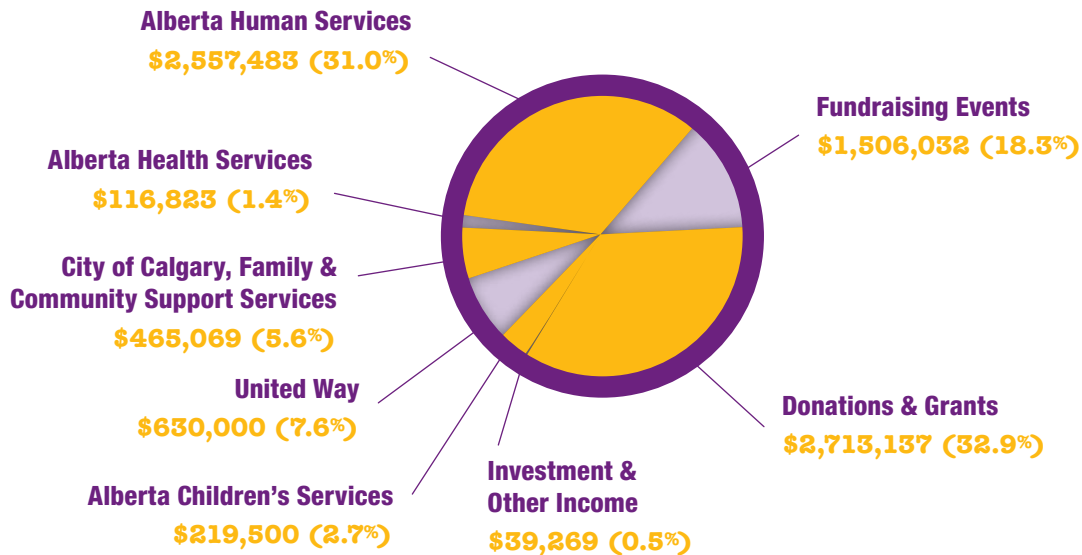
As a Board, we are thankful for the ongoing support at the provincial, city, corporate and individual levels, all of whom continue to provide invaluable support, financial or otherwise to the agency as we deliver critical, much-needed services to our community.

Dave Newby, FCA
Treasurer
Board of Directors

FUNDING SOURCES AND USES FISCAL PERIOD ENDED MARCH 31, 2019

FUNDING SOURCES 2018 – 2019

TOTAL REVENUE \$8,247,313



FUNDING USES 2018 – 2019

TOTAL EXPENSES \$8,657,133

