

DISRUPTIVE

SOCIETY HAS NAMES

HOPELESS

FOR THE CHILDREN

UPSETTING

THAT WE CARE FOR

TRYING

EACH AND EVERY DAY

DIFFICULT

AT PROVIDENCE

IMPOSSIBLE

STEPHANIE

WE HAVE

DOUGLAS

NAMES

ALEXANDRA

FOR THEM

ROBERT

AS

MICHAEL

WELL

SUZANNE



OUR

AT PROVIDENCE WE BELIEVE THAT

STORY

EVERY CHILD IS UNIQUE TO THEIR STORY.

IS

SPECIAL IN EVERY WAY.

THEIR

THAT NO LABEL DEFINES THEM.

STORY

OR THEIR JOURNEY.

ONE ORGANIZATION IS CHANGING THE FACE OF DISABILITY

Early Intervention is critical to the care of children with all types of disabilities. When you're working this hard to change lives you use every tool in the kit.



By the time they get to grade one, it's too late. By then children learn to adapt or compensate or hide their disability. We know that if we catch problems early, we can work with a child and their family to reduce and even eliminate the disability. Our only alternative is to just fix problems later. That's not acceptable.



Providence programs and services are accountable and come with significant outcomes. We set high standards. We take great satisfaction in reporting that children at Providence will achieve about 80% of their educational and treatment goals. Many improve to the point where they no longer require specialized services.

We're doing more than just fixing problems. We're unlocking the natural potential within every child. Impossible? Not to us.



RAISING

\$4 million

IS CHALLENGING BUT
NOT IMPOSSIBLE

MEETING A CRITICAL NEED - OUR MISSION & OUR EXPERIENCE

Calgary's population tops a million people with an estimated 60,000 children under the age of five. Five in every hundred have some form of disability. It can be cognitive, social, emotional or behavioural, physical or mental. Children may have simple language delays or multiple disabilities.

Several thousand children in the city rely on help to manage their disability. Alberta Education estimates the number of children with special needs who qualify for funding increases seven to ten percent each year. Our mission is to make sure they have access to the programs and services they need.

We are convinced that no other organization provides as comprehensive a set of programs and services as Providence.

They can be born into any family. Anywhere.

Calgary's rapid population increase over the past decade meant housing developments further away from the city's core. Children were living increasing distances from our main school in Windsor Park and the help they need. Providence was becoming the hole in the donut and our centrally located program created access problems. Transportation costs outstripped government funding. Children were taken from their home neighbourhoods, away from their peers and the community supports they could use. A change had to be made.

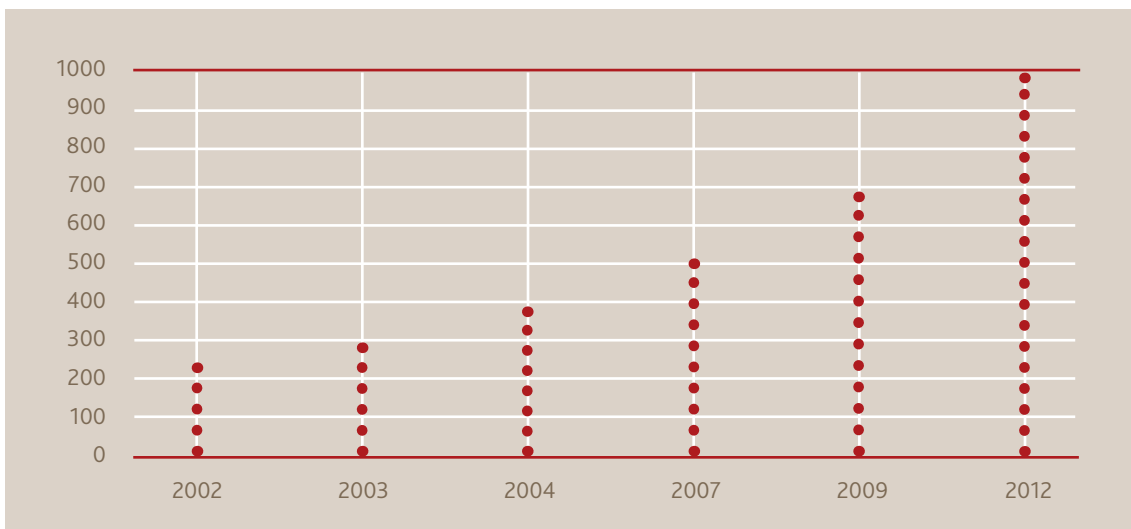
In 2004 we purchased our Beddington School in the northeast. We opened in September with two classrooms and by that December we expanded to three. We leased space further east in Falconridge, and in 2007 opened a school in Midnapore in the south and year later in Hawkwood in the northwest.

The impact of those decisions hit us right away. The number of children referred to Providence by their doctors and therapists increased dramatically. With each new school opening, enrolment was immediately full and we regularly had waiting lists.

Not much has changed. Providence currently operates five schools in Calgary for about 350 children in classroom programs. Our mobile Outreach Services Team works in Calgary's child care agencies and independent schools and sees more than 350 children out in the community. There has been a steady increase in the number of children with disabilities in Alberta. In 2010 alone, provincial authorities warned of an increase of eight per cent in the number of Early Childhood Services (ECS) children with severe and mild/moderate disabilities.

By 2012 we estimate serving more than 1,000 children.

Expanding into underserved areas and being where the children are is a top priority. Providence continues to take the lead and promote that important vision for Calgary, *"to ensure that all preschool aged children with disabilities and their families receive appropriate health, educational and therapeutic early developmental programs."*




A NEW SCHOOL, A WHOLE NEW WAY TO MAKE A DIFFERENCE

We're growing again. Our Board has authorized building a new school in Calgary's far south in McKenzie Towne.

We have the land, final building plans, and architect's drawings that make the new facility unmistakably recognizable as Providence.

We don't do this without a lot of thought. Building a completely new school is significant. Raising the capital means launching our most ambitious fundraising campaign ever, and successfully obtaining the support of donors and sponsors. But, our new school adds capacity at a time when we are stretched to our limit. It positions us in an area growing rapidly with young families and makes it easier for our Outreach Team to have an impact throughout the region. We'll be ahead of demand, and much better equipped to deliver on our mission.





OUR WORK CAN SAVE SOCIETY

\$200,000

PER CHILD IN PUBLICLY FUNDED
SPECIAL EDUCATION COSTS
IN THEIR SCHOOL YEARS

THE IMPOSSIBLE! CAMPAIGN

Our new school will cost \$4.4 million for the building, land, furnishings and campaign costs. Providence will provide \$2.4 million from our own resources. The Impossible! Campaign is organized to raise a minimum \$2 million in gifts, pledges and sponsorships. We're aiming to have the new school open for the children in September 2011.

DONORS

Raising \$2 million is challenging, but not impossible. Success depends on donors with the capacity and willingness to invest in Early Intervention and the potential of Calgary's children.

Private donors - individuals, foundations, corporations, groups – and the Government of Alberta are invited to support the vision we have for our community. The Impossible! Campaign is a one time and unique opportunity to have a dramatic impact on programs and services that deliver results. This is an open invitation to Calgary. **Help us build a new school.**

CAMPAIGN AUTHORIZATION AND LEADERSHIP

The Providence Child Development Society Board of Directors has authorized this campaign in the best interests of our organization and the community we serve. Individuals recruited from the community are assisting the Board with its fundraising responsibilities. Our team is ready to talk with donors about the critical need for a new school, and to help donors make an important investment in the children.

CAMPAIGN COSTS

In any capital campaign in Calgary, expenses such as staff, meetings & materials, advertising and promotion, research and other inputs can be as much as ten percent of the campaign goal. Providence already invests in a Resource Development program that raises funds through several fundraising activities. While this fundraising continues, Providence will shift its fundraising resources, talent and focus to the Impossible! Campaign. Campaign costs are estimated at just 2.5% of the campaign goal.

TIMETABLE

The Impossible! Campaign has a specific timetable that parallels development of the land in McKenzie Towne and construction of the new school. Our campaign objective is to have the money raised in gifts and pledges coincide with the opening of the new school.

phase 1

Begun in 2009 and running through 2010 to continue cultivating interest among selected donors and solicit gift support. Devoted to accelerated cultivation of donors, prospect identification, leadership recruitment, and targeted promotional activity.

phase 2

2010 – 2011 active campaign solicitation, highly visible public campaign.

RETURN ON DONOR INVESTMENTS

Providence is Early Intervention in action.

Alberta Education Early Childhood Services invests approximately \$7 million in Providence. This Program Unit Funding (PUF) is money for children with severe disabilities or delays who require support and to underwrite individual educational and therapeutic programs. Government makes this money available for each eligible child between two and a half and six years of age for a maximum three years.

At Providence, we use PUF funding to give every child the personal and intensive program they need for whatever their disability might be. Small class sizes and a philosophy of “learning through play” take advantage of a child’s curiosity and abilities, and makes learning fun. We enhance their learning experience through specialized therapies, our multi-sensory rooms, playgrounds and gymnasias. To deliver the Early Intervention children need, we employ talented, dedicated and certified teachers and therapists.

As one of the province’s major providers, Providence is driven to ensure that programs and services are what children and their families really need. We set high standards – challenging for children, their families and our staff experts. We believe in being accountable.

This leads to some very strong outcomes and returns. Donors investing in Providence should know the impact they’re having on the children and on the benefits to society of dollars spent on early childhood programs.

Children at Providence achieve about 80% of their personal educational and therapeutic goals. We don’t say “cure”, but many improve to the point they don’t require funding for their care. With annual funding provided to school districts for a student with severe disabilities currently at around \$16,400 the work we do can potentially save around \$200,000 per child in publicly funded special education costs in their school years.

It’s an old statistic often used, but research continues to show that every dollar invested in a preschool-aged child with special needs saves \$7 in future costs whether that’s in healthcare, education, social services or the justice system. It’s an investment that pays future dividends.

BY 2012 WE ESTIMATE SERVING

1,000

CHILDREN AT PROVIDENCE

