



2021

Annual Report



" HOW WONDERFUL
IT IS THAT NOBODY
NEED WAIT A
SINGLE MOMENT
BEFORE STARTING
TO IMPROVE THE
WORLD"

- *Anne Frank* -

YEAR IN REVIEW

2021 was a very successful year for us at Momentum!

My journey as ED began in December, 2020. After nearly a year of our Board of Directors and our small but mighty team leading operations, I had my work cut out for me joining in the midst of a pandemic. I was so inspired by the passion and commitment of our directors, volunteers and team members who, due to their commitment to keeping the momentum, stepped up with agility and tenacity throughout the transition to virtual services.

My first priority was to achieve operational stability, given nearly a year without an ED. I was fortunate to recruit an Executive Assistant to bring in efficiencies such as transitioning all of our processes from paper based to electronic, giving us improved ability to work remotely. I then focused on partnerships and fundraising and my efforts were rewarded with new funding, contract commitments and partnerships which provided us with much needed breathing room as a non-profit charitable organization.

Efforts then shifted to increasing our clinical capacity, and we were able to secure funding for a part-time Clinical Director by the end of the year. This has provided us with a means to focus on recruitment and retention efforts for our clinical team. Our business model relies heavily on the generosity of our team members, mostly volunteering their time and skills as clinicians. We were able to increase compensation and host team building activities, town hall meetings and appreciation efforts-crucial for the work we do, particularly while working remotely.

The ongoing pandemic is taking a heavy toll on our collective mental health and wellness. Throughout the year, we witnessed the level of need of our clients increasing and rose to the challenge to support them. We saw a 21 percent increase in clients served, as well as a significant increase of Indigenous, Newcomer and Youth clientele throughout the year. While the majority of our counselling program focused on the single session model pre-pandemic (approximately 65% of our service delivery) it has now shifted to nearly the same percentage of clients who benefit most from ongoing or brief therapy, which we were not funded for. Fortunately, we built new partnerships to assist us in meeting this unprecedented need for our accessible, affordable counselling services.

We are well positioned for a successful 2022! This year will bring new clinical team members, volunteers and partnerships with post secondary institutions for our invaluable student interns. We will be adding new drop-in support groups to meet the current needs of our community. And, after two years of pausing the Momentum Mental Health Awards, we are making a triumphant return in October!

None of this would have been possible without our dedicated team, Board of Directors and funders. I would like to take this opportunity to thank all of you for your dedication and commitment to ensuring no one is left behind. You are making a difference in the lives of many.

I am incredibly grateful to our clients for placing their trust in us in 2021. YOU are our reason for existing, you are important to us and to your community. Thank you.



Angela Ross, RSW
Executive Director

BY THE NUMBERS



1713
Number of
Sessions

A donut chart with a light blue segment representing 1713 sessions, set against a dark grey background.



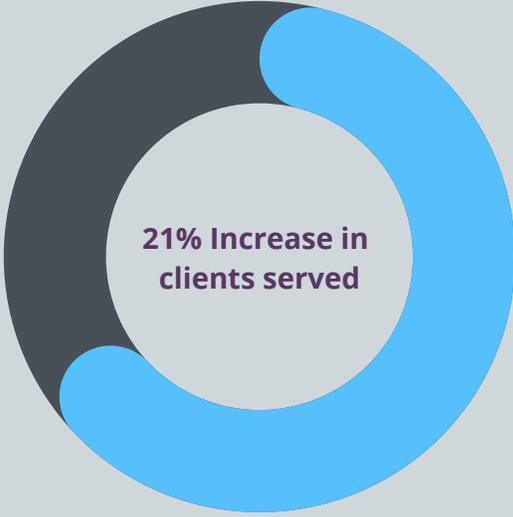
182
Number of client
fees waived

A donut chart with a light blue segment representing 182 waived fees, set against a dark grey background.



98%
of clients
accessed the
sliding fee scale

A large donut chart with a light blue segment representing 98% of clients, set against a dark grey background.



**21% Increase in
clients served**

A donut chart with a light blue segment representing a 21% increase, set against a dark grey background.



\$58
Average session
fee

A donut chart with a light blue segment representing an average fee of \$58, set against a dark grey background.

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A Message from our Board Chair

The pandemic has taken its toll on nearly everyone. People's mental health suffered as the strain of isolation, uncertainty, and the unknown wreaked havoc on many. While increased numbers of clients at Momentum is not our desire, we are happy to be available as an accessible resource for mental health counselling and wellbeing, especially during these challenging times.

Our staff and volunteers did a remarkable job of transitioning our services to a virtual model when the pandemic first hit to ensure continuity of our services. We are grateful to all who were involved in that transition as demand for counselling increased dramatically. At Momentum, it is our goal to reduce barriers to accessing affordable and timely mental health counselling.

The board and staff are committed to continually assessing the barriers that do exist and determining the unique role that we play in the mental health and wellness landscape to reduce those barriers. The key to understanding our unique role is being aware of, and engaged with, other agencies and stakeholders and seeking to support and partner with others to deliver continuity of care for those in need of mental health care. It is our vision that everyone is empowered to access and use tools and resources to achieve mental wellness. We will continue to do what we can to achieve this vision.



Chris Miller, MBA
Board Chair

WHAT CLIENTS HAVE TO SAY

"I REALLY ENJOYED MY FIRST SESSION TODAY. I WOULD LIKE TO CONTINUE WITH THE SAME COUNSELLOR GOING FORWARD TO CONTINUE WORKING ON MY MENTAL HEALTH."

"Thank you for allowing me to feel better about my situation and giving resources to achieve my goals better than I could have done alone."

"The counsellor was soft spoken, listened well, gave great tips and shared positive compliments. Thank you."

"This was incredibly helpful. To be able to talk openly and feel heard. Also, I needed the kindness and it meant so much. I felt like you really understood me and what I am grappling with and I felt I understood and connected with what you told me. I feel like you are going to be able to help me navigate this and I am grateful."

"Great session. Very informative and great practical tools provided. Really helps!"



MOMENTUM
WALK-IN COUNSELLING

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