



MOMENTUM COUNSELLING SOCIETY

Transforming lives...
Counselling support when and
where it is needed..

*"I feel like you really understand me
and what I am grappling with. I feel
understood and connected, like you
are going to be able to help me
navigate this and I am grateful."*



132 - 6325 Gateway Blvd NW
Edmonton, AB T5H 5H6
780-757-0900

info@momentumcounselling.org
www.momentumcounselling.org

MOMENTUM IS HERE FOR YOU, WHEN YOU NEED US.



We all deserve to be mentally and emotionally well. Momentum's Vision is to empower everyone to access and use tools and resources to achieve mental wellness.

Our counsellors are passionate about mental health and wellness and strive to ensure support is there when it is needed. Our method of clinical intervention produces real results in real time, relieving emotional strain, as well as relieving some of the stress on the overall mental health system.

Ultimately, our goal is to empower and connect people with their strengths and the supports needed to transform their lives. Clients can expect to leave Momentum hopeful, armed with concrete tools and community resources. Most importantly, they can expect a sense of validation and the hope that things can, and will, get better!

The Mental Health Picture in Alberta

IN 2022...

[Alberta Medical Association 2022]

77%

of parents reported the mental health of their child aged 15 and older is 'worse' compared to prior to the pandemic.

70%

of parents of children between ages 6 and 14 report declines in their child's mental health.



Alberta Health Services reports an increase of new children referred to mental health services, facing lengthy waitlists by

35%



43%

of Momentum's clients are children and youth ages 12 to 28 years, nearly doubled from 2021.

Your gift will transform Alberta's mental health picture for thousands of young people.

Please visit our [website](#) to donate today!



WHO ARE WE?

Momentum supports individuals who would otherwise be unable to access counselling because of long wait lists or financial barriers. We are a registered charity led by a team of passionate mental health advocates who collaborate to provide **Solution Focused Brief Therapy**.

Momentum:

- Delivers accessible mental and emotional wellness in Alberta,
- Ensures equitable access to mental health supports, and
- Facilitates change using a strengths-based philosophy.

We believe in collaboration, inclusion, courage and innovation. Momentum's goal is to provide same day service through virtual or group access. Most clients receive service within the same week.

WHERE WE ARE HEADING?



VIRTUAL COUNSELLING - Deliver accessible and safe counselling services in Alberta through smart use of technology



IMMEDIATE COUNSELLING SUPPORT - Increase immediate service provision when and where it is needed



SERVICE EXCELLENCE - Provide continued service excellence to the population we serve



ENHANCED PARTNERSHIPS - Expand services involving senior practitioners, interns and academic resources

HOW DO WE GET THERE?

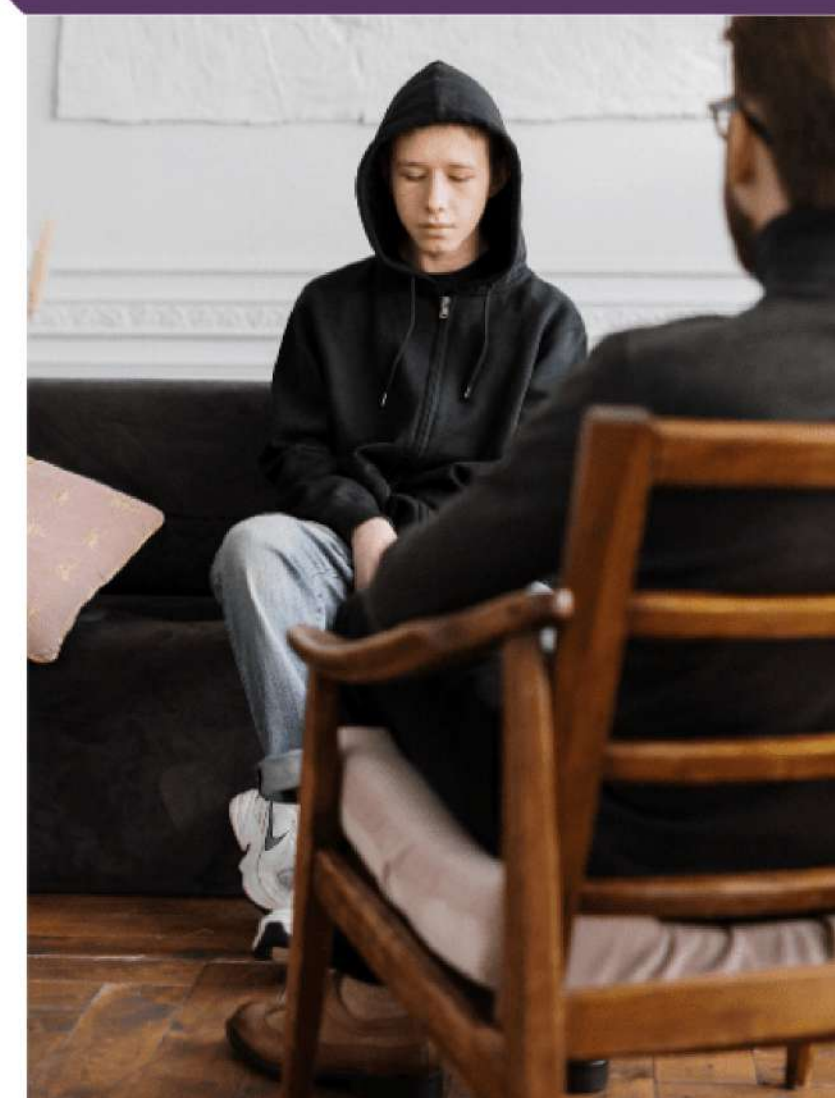
Momentum relies solely on grants and the generosity of our donors.

Your gift will transform the lives of Albertans struggling with their mental health, especially those not able to access services when and where they are needed.

SOLUTION-FOCUSED BRIEF THERAPY

Focusing on solution-building, Momentum therapists draw upon the client's expertise using a variety of techniques and questions that demonstrate the client's strengths and times when the problem didn't seem so overwhelming. They then look at what was different then, and together with the client, develop short-term realistic goals, shifting the focus from problems to solutions.

Momentum's philosophy elicits hope, positive emotions and future thinking that results in formulating and sustaining desired behavioural change.

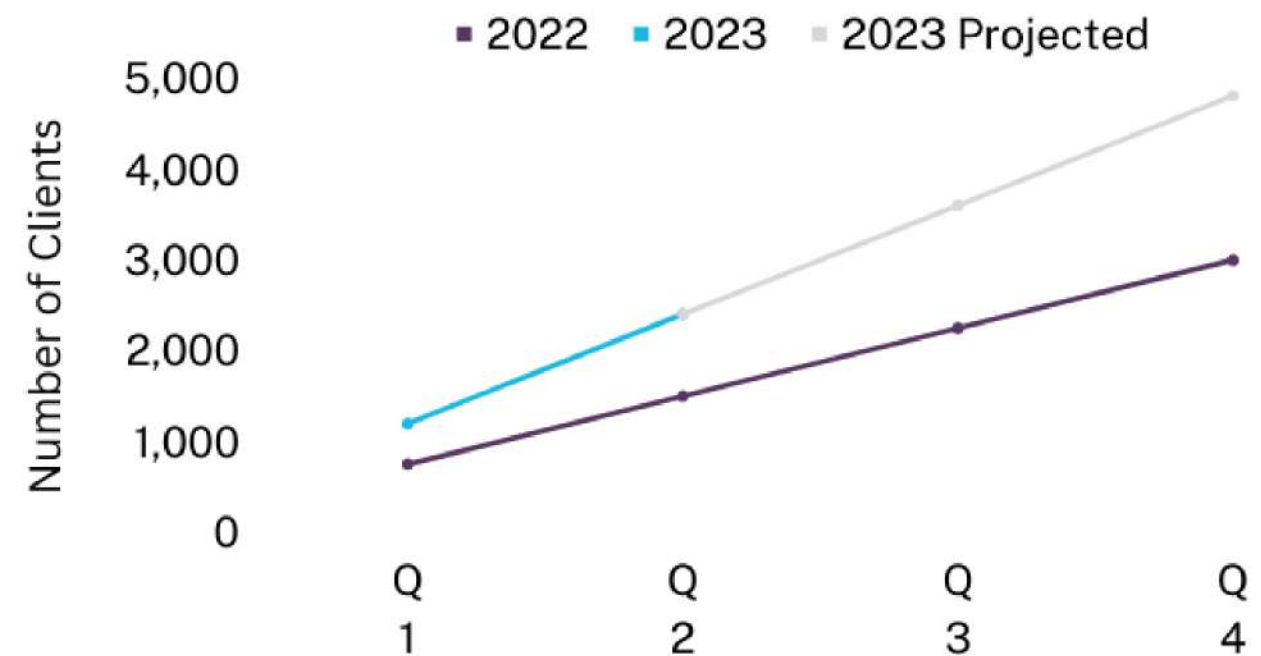




MOMENTUM BY THE NUMBERS

In 2022, Momentum touched the lives of more than 3,000 clients. This has already **grown by an unprecedented 62%**. Our team helped 2,402 clients in the first two quarters of 2023; we are experiencing unprecedented growth and anticipate that this will continue to escalate.

Clients seen at Momentum in 2022 & 2023



73%

Clients accessed our services virtually.

45%

Clients accessed counselling for the first time.

43%

Clients were children & youth (between 12-28 years of age).

39%

Clients lived outside of Edmonton.

39%

Clients were referred by Alberta Health Services (e.g., psychiatrist, general practitioner, Access 24/7).

21%

Clients had a single-session, and then attended a drop-in group session.

Clients paid an average of \$65

98% accessed our sliding fee scale. Of which, 238 clients (8%) had fees waived completely. The cost per client visit to Momentum is \$200, a gap of \$135 per client visit.

"Brookfield is beyond proud to support the work that your organization does in our community. We believe that people are at the core of what makes a community strong and vibrant. We believe the work Momentum does to make sure all Edmontonians have access to mental health services that they need is critical to our city's success. Thank you for all that you do!" – **Brookfield Residential**

"I didn't know what to expect but I think it was an excellent start to finding myself again and being better for myself and my son. She [my counsellor] actually made me think and engage with my thoughts and feelings." – **Momentum Client**

"Collectively and individually, we have multiple layers and stories that make us who we are and while each year 1 in 5 of us will experience a mental illness or a mental health issue, 5 in 5 of us – that's all people – have mental health." – **Canadian Mental Health Association**

FUNDING

The public health system (e.g., Alberta Health, AHS) is struggling to provide timely and effective mental health services in the community. Momentum makes an immediate, impactful difference.

Your gift transforms lives.



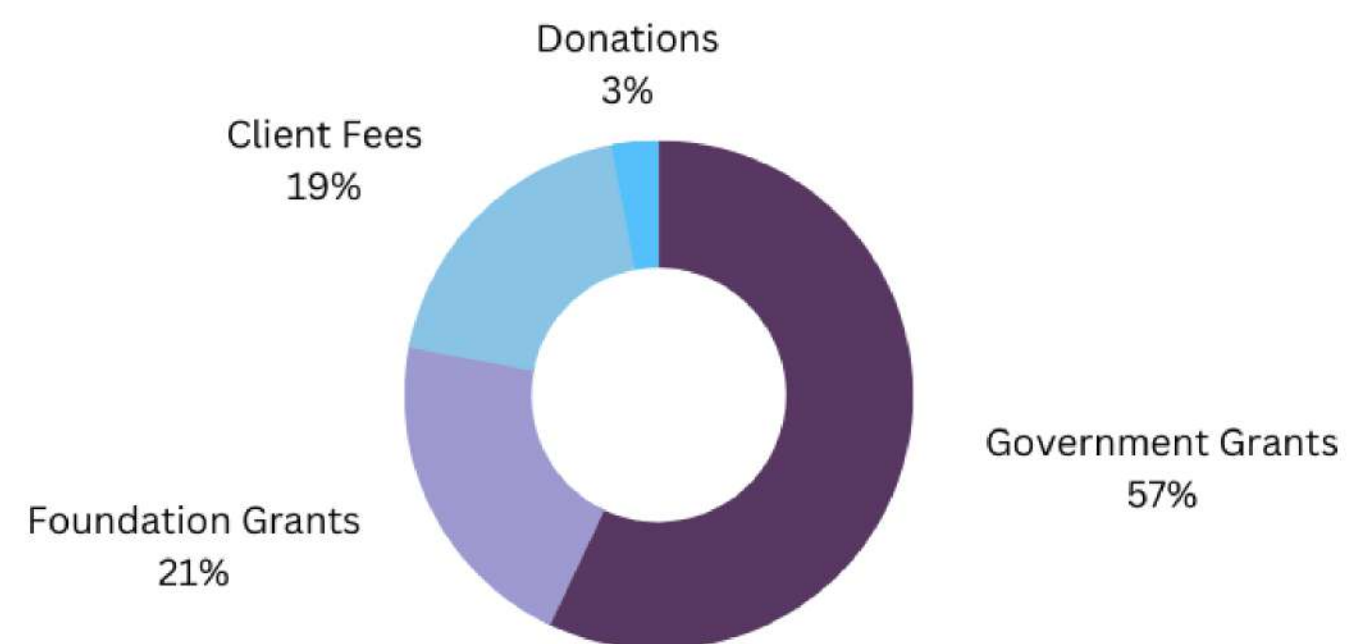
It costs **\$200 per client per session** to provide critical and essential, life transforming counselling support where and when it is needed.

- Current projected revenues of \$727,000 allows for 3,635 clients to be served.
- Momentum anticipates serving a minimum of 4,800 clients in 2023.
- The difference: 1,165 people requesting services costing and addition \$233,000

Your gift will help raise an additional \$233,000 to meet our service demands this year.

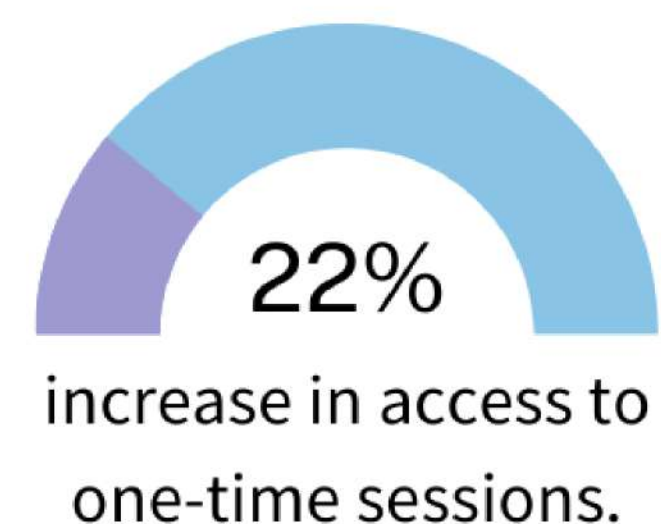
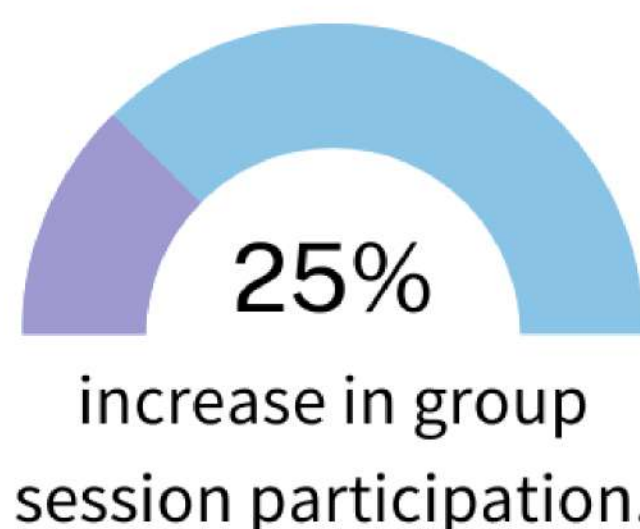
To meet growing demand, Momentum must raise a **minimum of \$350,000** in addition to client fees and Government grants. We are looking to corporations, foundations and private individual donations as well as to entrepreneurial opportunities to create a sustainable funding platform. Our submission for funding is before the Provincial Government. This funding requires an annual application and is not guaranteed.

2022 Funding Sources



INCREASE IN DEMAND AT MOMENTUM

In 2022, we saw...



YOUR GIFT TRANSFORMS LIVES. PLEASE CONSIDER DONATING TODAY.

People come to Momentum looking for strategies to problem solve or help cope with a stressful situation. More than anything, people come to be heard with understanding and without judgment.

Funds raised ensure:



Accessibility for all Albertans seeking timely and effective mental health supports,



Bridge funding while we continue to seek core funding from all levels of government, and



Development of fee-based programs to provide mental health benefits for employees in small to mid-range businesses and other non-profit organizations.

For more information on how you can support the mental health of more Albertans and make an immediate impact on our community, please reach out to Momentum Counselling Society.



Momentum Counselling respectfully acknowledges that we are located on Treaty 6 Territory, a traditional gathering place for diverse Indigenous peoples including the Cree, Blackfoot, Metis, Nakota Sioux, Iroquois, Dene, Ojibway/ Saulteaux/ Anishinaabe, Inuit, and many others whose histories, languages and cultures continue to influence our vibrant community.

132 - 6325 Gateway Blvd NW
Edmonton, AB T5H 5H6
780-757-0900
info@momentumcounselling.org
www.momentumcounselling.org