

EDMONTON WELFARE COUNCIL

COMMUNITY SERVICES STUDY
YEAR ENDED DECEMBER 31, 1965

Total advanced from United Community Fund of Greater Edmonton		\$5,100.00
Less Expenditures:		
Salaries	\$4,532.63	
Telephone and telegrams	35.00	
Office supplies and stationery	1.60	
Postage	2.00	
Automobile allowance and parking	118.75	
Meetings and committee expense	29.40	
Staff recruitment	114.72	4,834.10
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Advance re: Community Services Study		\$ 265.90
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Annual

Report

1965

PRESIDENT'S REPORT

It is my privilege to report on behalf of Dr. Walter Gainer, who for the past few months, as a member of an economic mission supported by Great Britain, Canada and the United States, has been engaged in helping the people in the under-developed islands of the Caribbean. I am sure he will be proud of the achievements of the Council which we are now able to record.

The task of providing planning and development services for a dynamic community such as Edmonton, is indeed challenging. It is my belief that the Welfare Council has responded to this challenge and is steadily improving its capacity, as a citizen-action organization, to meet the rapidly increasing need for comprehensive social planning. The balance of this report will describe for you some of the issues and projects with which we concerned ourselves.

Before commenting on our program, I would like to mention that we received, with regret, the resignation of Mr. Allan Clark, who accepted the position of Associate Executive Director of the Indian-Eskimo Association of Canada. I would also like to mention that during the past year we developed a highly efficient and effective working partnership of volunteer and staff who spent many hours of committee time grappling with complicated social problems with increasing skill. We found the recently introduced practice of having our secretarial staff record meetings, has increased the effectiveness of the operation of the Council. I would also like to comment on the ever-widening and deepening relationships with agencies and departments of government who are showing a commendable willingness to collaborate on projects of mutual concern in the interests of the total community.

The Welfare Council gratefully acknowledges the continued support of the United Community Fund not only in the form of a substantial allocation, but in the form of a close working relationship. Our association with both the Provincial and Municipal governments has been cordial and we wish to acknowledge the significant role the news media have played in bringing to the attention of the citizens of Edmonton, several very important social problems.

Outstanding among the developments of the past year has been the enactment of the Preventive Social Service Act by the Provincial Government. The Council, along with a number of other organizations in the Province, was privileged to play a consulting role in the development of this new policy. As the impact of this legislation is felt, we anticipate that we will continue to play a role in the planning made necessary by this legislation. Its importance has led us to make it the central topic of this annual meeting. The Provincial Government is to be commended for being the first in Canada to initiate incentive legislation for the development of preventive social welfare programs.

The Council, as you will note from the projects listed elsewhere, has been involved in other policy planning projects. Last year we reported to you that efforts were being made to secure a Community Development Officer for Edmonton. We are now able to report that, in spite of a number of serious difficulties, the Provincial Government, has made an arrangement with the City of Edmonton, to place a development officer in Edmonton. The Provincial Co-ordinator, Mr. James Whitford, has announced that Mr. Joe Keeper has been appointed. We welcome him to our community and assure the government of our close cooperation.

Of the problem-solving planning projects, the problem of day care had a high priority. The Day Care Planning Committee under the chairmanship of Mr. Bill Abercrombie, completed a proposal for the development of a core of public day care services in the neighbourhoods throughout Edmonton. The first step, as envisioned in the committee report, is the establishment by the City Welfare Department of a neighbourhood day care resource incorporating a rounded program of group care for older pre-schoolers and foster home care of younger children. Another major need highlighted in the report is upgrading of existing day care services to meet sound standards of child care. The brief is currently under consideration by city officials.

EDMONTON WELFARE COUNCIL

STATEMENT OF INCOME AND EXPENDITURE YEAR ENDED DECEMBER 31, 1965

	Council	Youth Service Division	Welfare Information Service
Income:			
Funds received from:			
United Community Fund of Greater Edmonton	\$44,878.00	\$ 5,167.03	\$ 1,868.46
The City of Edmonton	—	9,130.00	3,736.94
Government of the Province of Alberta	—	—	3,736.94
Donations re Christmas Bureau	3,828.02	—	—
Directory Sales	201.75	—	—
Sundry	717.06	—	—
Income for Senior Residents Survey	215.03	—	—
Total Income	49,839.86	14,297.03	9,342.34
Expenditures:			
Salaries	28,825.42	11,357.20	6,172.26
Pension contribution	968.98	—	204.70
Group medical insurance	136.00	49.60	—
Unemployment insurance	48.96	39.74	48.24
Rent	3,942.00	810.00	648.00
Stationery, office supplies, printing and mimeographing	928.67	485.91	82.90
Maintenance of office equipment	254.81	66.00	66.00
Books and publications	151.04	24.99	—
Postage	294.02	160.66	37.69
Telephone and telegraph	778.15	161.04	344.26
Telephone answering service	—	—	1,490.60
Utilities	168.00	36.00	36.00
Audit fee	175.00	30.00	20.00
Membership fees	127.28	—	—
Meeting expenses	259.12	35.97	—
Publicity	—	—	100.56
Conferences and travel	940.66	484.00	—
Youth Conference	—	177.92	—
Transportation and car allowance	892.46	216.00	47.90
Insurance	54.95	10.00	10.00
Christmas Bureau	4,393.10	—	—
Staff recruitment	525.27	—	—
Annual meeting expenses	1,560.88	—	—
Sundry	29.09	—	33.23
School performance	28.46	—	—
Total expenditure	45,482.32	14,145.03	9,342.34
Net income before depreciation	4,357.54	152.00	—
Depreciation	600.38	127.53	98.29
Net income or (loss)	\$ 3,757.16	\$ 24.47	\$ (98.29)

—Audited by Peat, Marwick and Mitchell.

agencies, have been held to acquaint them with the objectives, and the general approach we intend to take.

Questionnaires and worksheets have been distributed to all agencies and departments that we believe should properly be involved. The first phase, an inventory of existing health, welfare and recreation services in Edmonton, should be completed this summer.

CHRISTMAS BUREAU

Chairman: Reverend H. A. Meadows

The Christmas Bureau, as a community service to channel Christmas giving, increased its service in 1965. The number of families helped was 2,281 as opposed to 2,179 the previous year. There was a substantial increase in cash donations to the Bureau — \$3,742.46 as compared with \$1,840.22 the previous year.

In addition to performing its established function of channelling giving, the Bureau also performed its secondary function of avoiding duplicate giving in 493 cases.

Board of Directors & Officers of the Council — 1965

President: Dr. W. D. Gainer
Past President: Professor A. J. B. Hough
Vice President: Mr. L. D. Hyndman, Jr.
Vice President: Mrs. I. F. B. McBride
Hon. Secretary: Mr. D. Keith Wass
Hon. Treasurer: Mr. A. Bradley

Chairman, Youth Services Division: Mrs. J. W. D. Buchanan
Chairman, Welfare Information Service: Mrs. D. R. B. McArthur

MEMBERS

Mr. R. Block	Mr. W. A. B. Saunders
*Mr. Boyd Hipfner	Dr. M. Matas
Mr. J. Harper Prowse	Mr. Bruce K. Mathew
Rev. W. A. Reynolds	Dr. K. M. Grierson
Judge Norman G. Hewitt	Mrs. W. Margolus
Mrs. L. R. LaForge	*Mr. F. Marlyn

Rev. H. A. Meadows

Youth Services Executive Committee

Mrs. J. W. D. Buchanan, Chairman

Mrs. W. F. Bowker	Dr. J. G. Paterson
Mr. George Levine	Mr. W. Duggan
Rev. Norman Thomas	Dr. Elizabeth Hill
Mr. Don Peirce	Father B. Magee
Dr. Charles Hynam	Mr. Gerald Wright

Welfare Information Service — Advisory Committee

Mrs. D. R. B. McArthur, Chairman

Mr. W. A. B. Saunders	Miss Helen Eriksson
Mr. E. Schlesinger	Mr. M. D. MacGillivray

Mr. Dave Stolee

Staff

Mr. E. S. Bishop, Executive Director
Mr. A. H. Ziai, Director of Youth Services
Miss Barbara A. Scott, Research Director
*Mr. G. A. Clark, Project Secretary
Mr. R. Cumming, Special Project Secretary

* Resigned during the year. Mrs. Marion Stonell, Director, W.I.S.

Another high priority item was the problem of transportation for the handicapped. Over the years, the Edmonton Welfare Council has been concerned about the provision of transportation services for handicapped individuals. In March of 1966, as a result of the work of a committee representing interested agencies and organizations, under the chairmanship of Mrs. L. R. LaForge, a plan for the development of a co-ordinated system known as the Edmonton Handi-Buses, endorsed by all agencies concerned, was submitted to the Edmonton Welfare Council. The Edmonton Welfare Council has since approved the plan for this service.

The Edmonton Handi-Buses will be operated on a pilot project basis under the guidance of a management committee as a division of the Cerebral Palsy Association until the end of 1967, at which time it will be reviewed and evaluated by the Edmonton Welfare Council's Planning Committee with the intention of setting up a permanent transportation service for the handicapped.

Of particular interest is the Community Services Study financed by the United Community Fund. This survey of existing services is reported elsewhere. It is our opinion that such a study is especially timely because of the enactment of the Preventive Social Services Act.

Indeed, I might extend this thought by stating that our Board of Directors, during the past year, has become increasingly aware of the necessity to integrate all of our program activities, for the purpose of achieving specific goals. To this end, our Board has authorized the establishment of a small committee to examine our role in the community, our present organizational structure and eventually our responsibilities for planning on a broad community basis with a long range perspective. We anticipate possible changes in our organizational structure, although we do not foresee the necessity for any modification of our established objectives.

In closing my remarks I would like to pay tribute to the Directors of the Council. It has been my observation that they have made a substantial personal investment in the welfare of our community by becoming intensely involved in working through a number of complicated and important social concerns which presently exist. Their skill and diligence is to be highly commended.

L. D. HYNDMAN, JR.,
Vice-President.

PROGRAM 1965

COMMUNITY POLICY PLANNING:

- Preventive Welfare Proposal
- Poverty
- Urban Development Officer
- Community Services Study

PROBLEM SOLVING PLANNING:

- Day Care
- Youth Leadership Workshop
- Urban Renewal
- Integrated Assessment
- Comprehensive Welfare Course
- Health Education Committee
- Youth Conference

INTER-AGENCY PLANNING:

- Juvenile Corrections
- Family Week
- Community Services to Indians
- Coordinated Transportation for the Handicapped
- Big Brothers
- Executive Workshop

AGENCY ADMINISTRATIVE PLANNING:

- Program Evaluation Y.W.C.A.
- C.A.R.S. Service Expansion
- C.M.H.A. Camp Evaluation
- Family Life Education

YOUTH SERVICES DIVISION

Chairman: Mrs. J. W. D. Buchanan

During the past year the members of the Youth Services Division have been involved in many activities which, we hope, will result in better services and facilities for the young people of Edmonton. Some of this activity has been in committee work where the answers to problems are being sought; some of it has been in committees where planning is completed and recommendations are being implemented.

I wish to thank the members of the Youth Services Division who have given so freely of their time and abilities during this past year. The main areas of our endeavours are set out below.

Juvenile Corrections Committee — The Youth Services Division has always been concerned with problems relating to youth, in particular the problem of juvenile delinquency. Over the years, various studies have been conducted by its different committees in such areas as early detection of delinquency traits, counselling in probation, need for clinical services attached to the Juvenile Court, better correctional facilities for juvenile offenders, and the need for research.

The purpose of the new committee is to study recommendations of past studies with a view to their possible implementation.

The committee has now been divided into the following three sub-committees: Prevention, Juvenile Court, and Correctional Institutions. Each sub-committee is asked to deal with its specific area over a six-week period and submit a report to the large committee. The findings of the sub-committees then will be reviewed and out of this a brief will be prepared.

Leadership Workshop — During the year the committee organized two workshops for volunteer leaders working with senior teens. These workshops have been co-sponsored by the Youth Services Division and the Recreation and Cultural Activities Branch, Province of Alberta. The next workshop is planned for the Fall.

Health Education Committee — The Youth Services Division, in consultation with professionals in the field, submitted the following resolution to the Minister of Education, Province of Alberta:

"Whereas Health and Personal Development is of such vital importance, it should be a required subject in our schools; and in the light of controversy surrounding the present course, the Edmonton Welfare Council recommends that the Department of Education review the entire Health Education program in the schools."

This matter has been referred to the Curriculum Branch of the Department of Education for consideration.

Family Week — The Division, in cooperation with major health, welfare, business, educational and religious groups, sponsored a Family Week during the week of November 14-20, 1965. It has now been decided to plan this event for the entire month of November in 1966.

Welfare Services Course — In an effort to meet the shortage of qualified staff in the social welfare field, the Youth Services Division, in consultation with public and private social welfare agencies, in 1965 appointed a committee to investigate the needs and demands in this field with particular emphasis on sub-professional training.

The committee is presently involved in preparation of a brief for submission to the Province for establishment of a course to prepare candidates for a career as technicians in the field of welfare, for employment in institutional settings for children and adults, welfare departments, hospitals, group homes, etc.

Youth Conference — The Conference was held on December 28 and 29, 1965 at the Jubilee Auditorium. The theme of the Conference was "Youth in Modern Society". The keynote address was delivered by Dr. Peter Borgen, Superintendent of the Public School Board. Dr. H. R. Ziel, Mr. E. Bliss, Mr. R. Dalby, Mr. D. MacDonald, Father M. Magee, Rev. D. Browne and Mr. Stewart Gooding of the Company of Young Canadians also participated in the program.

Executive Workshop — Under the auspices of the Youth Services Division, this group meets once a month at the Edmonton Welfare Council; highlights of their 1965 meetings were:

- (a) the establishing of an advisory committee to the Recreation Degree Course in the Faculty of Physical Education;
- (b) the sponsoring of an informal gathering of all youth-serving agencies' staff;
- (c) the initiation of discussions of public-private agency financing.

Child Care Institutions — The Youth Services Division is currently engaged in studying the overall needs in this field.

Big Brothers-Big Sisters Movement — As a result of a study prepared by the Family Service Association of Edmonton the Youth Services Division, in consultation with interested agencies and organizations, is presently engaged in a community-wide study to determine the need for a Big Brothers-Big Sisters service in Edmonton.

School Readiness Project — During the past year the Edmonton Section of the National Council of Jewish Women, the Junior League of Edmonton, the University of Alberta's Department of Elementary Education and Educational Psychology, and the Youth Services Division of the Edmonton Welfare Council have been engaged in planning and operating a readiness Centre designed to provide a group of potential educational failures (age 5) with learning activities that will increase the probability of school success.

The Readiness Centre, which began operating January 31, 1966, is located at Norwood United Church.

WELFARE INFORMATION SERVICE

Chairman: Mrs. D. R. B. McArthur

The sixth year of operation for the Welfare Information Service has been a successful one. There has been an increasing awareness of this service on the part of members of the community who turn to it with problems and enquiries of all kinds. The Information Service serves the community by maintaining a pool of information and resource material about health, welfare, educational and recreational services, and by making appropriate referrals of enquiries.

The service has also cooperated in planning undertaken by the Welfare Council by focussing on problems affecting the well-being of the community in such areas of concern and unmet needs as transportation for the handicapped, day care, and Big Brothers, indicating that the experience of Welfare Information Service can be useful to the Council.

The 17,286 enquiries received during 1965 at Welfare Information Service represented every conceivable kind of problem. Next to queries concerning financial problems, the need for counselling and homemaker services represented the largest categories.

Need for provision of services in the following areas was indicated: home care for the elderly; dental care for low income families; central mental health clinics; residential care for alcoholics; housing for the handicapped.

We gratefully acknowledge the guidance and encouragement provided by the members of our Advisory Committee and the kind cooperation of agency personnel.

COMMUNITY SERVICES STUDY

Chairman: Mr. Tevie Miller

This Study is being undertaken by the Edmonton Welfare Council, at the request of and sponsored financially by, the United Community Fund.

The reasons for undertaking the study are (1) to ensure that charitable dollars, public and private, are well spent in meeting the needs of the people of Edmonton, and (2) as a means of systematic planning towards the achievement of an effective balance between community-service needs and community resources.

Some of the objectives of this project will be the establishment of uniform definitions of services and the determination of the degree of fragmentation, overlap, gaps, and appropriateness of services.

A technical advisory committee was formed to advise on the use of questionnaires and worksheets, and upon the best approach to be made to the agencies concerned.

Meetings — one with the Deputy Ministers and other government personnel concerned, and one with Board Presidents and Executive Directors of voluntary