



Our Social Impact (2023-24)

The Brenda Strafford Foundation is dedicated to ensuring that the care and services we provide have a positive social impact. The information in this report is a snapshot of examples demonstrating how our activities optimize the well-being and enrich the lives of the individuals and families we serve, positively contributing to the greater communities where we work.





Aging Care & Senior Living in Alberta

By the Numbers:



1,491

people called BSF
home last year



410

People participated in our
Adult Day Programs (ADP)



Social Impact Connection:

Strong long-term care services benefit the well-being of people with long-term care needs, and their loved ones.¹

Outcomes:

4.4 out of 5 of residents feel treated with respect by staff, and that staff respect their cultural and spiritual beliefs.*

4.3 out of 5 of residents feel they are able to participate in activities that are meaningful to them.*

93% of Clifton House ADP clients feel the program helps them keep living independently in the community.[†]

*Based on resident and family survey results (190 resident and 334 family member respondents)

[†]Based on Clifton House ADP survey results (52 client respondents)



International Healthcare in the Caribbean

By the Numbers:



48,463

eye consultations
supported last year



23

long-term care residents
cared for in Jamaica



Social Impact Connection:

Individuals with good vision have improved health & well-being, economic outcomes, and education opportunities.²

Outcomes:

99% of patients surveyed at Institut Brenda Strafford in Haiti were satisfied with the service they received (485 patients surveyed)

96% of patients had improved vision after cataract surgery at Institut Brenda Strafford in Haiti

¹ World Health Organization, Long-term Care: <https://www.who.int/europe/news-room/questions-and-answers/item/long-term-care>

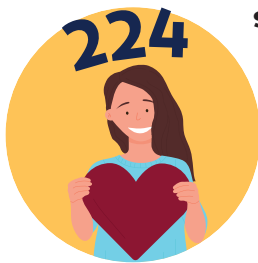
² International Agency for the Prevention of Blindness: <https://www.iapb.org/learn/vision-atlas/>



Community Supports in Alberta

Heart Home Network

By the Numbers:



224 survivors of gender-based violence provided with housing and support services last year at Heart Home Network



10,692 hours of service provided to our clients



2,528 visit to our Child Development Centre

Outcomes:

35 clients transitioned back to the community

86% of clients exiting the program were referred to community-based programs

77% of clients had positive or neutral returns to the community



Social Impact Connection:

Empowered survivors of domestic violence can live independently, reducing the need for ongoing health, social, and justice services.^{3,4}

Brenda's House

Operated by: Children's Cottage Society



By the Numbers:



231 people, parents, and children supported when facing homelessness last year

Outcomes:

81% of families moved into stable housing

97% of families felt they were treated with dignity and respect at the shelter



Social Impact Connection:

Empowered survivors of homelessness can live independently, reducing the need for ongoing health, social, and justice services.^{3,4}

³Canadian Women's Foundation: www.canadianwomen.org/the-facts/gender-based-violence/

⁴CaringWorks: www.caringworksinc.org/our-impact/community-impact/



Innovation & Research

Dr. Barrie Strafford Centre for Learning, Innovation & Quality



By the Numbers:



25 research projects supported and participated in last year



19 literature reviews written on a wide range of topics

Rec@Home Pilot Project Highlight

During the COVID-19 pandemic, BSF saw an opportunity to provide our Adult Day Program (ADP) virtually to seniors living in the community, from the safety and accessibility of their own homes.

Our virtual ADP program began at Bow View Manor in August of 2020, later becoming the Rec@Home program in April of 2022. Over two years, Rec@Home offered enriching and meaningful Therapeutic Recreation programming virtually to our community and beyond, enhancing quality of life, combating social isolation, and promoting overall well-being.

By the Numbers:



2,274 total number of programs offered over the lifetime of Rec@Home

2000

total program hours provided (estimated)

117

total participants, including caregivers, over lifetime of Rec@Home

32-40%

improvement in participants' mood (February 2023 survey results)

Support from our Community

By the Numbers:



6,382 volunteer hours helping BSF provide person-centred care & services



1,300+ donations and grants raising more than \$1,000,000 in support of BSF's mission to optimize well-being and enrich lives

