

# YEG RECONNECT 2023



## YEG Reconnect 6-Month Report Back

Resource Connect is a biennial event that brings together non-profit agencies and service providers in Edmonton & Area to share their programs and services. One primary purpose is to foster collaboration and networking among non-profit organizations. Agencies can build relationships and identify opportunities for joint projects or initiatives to better serve the community. The event allows the sharing of resources, best practices, innovative approaches and lessons learned.

A total of 630 guests attended Resource Connect 2022, including local politicians. Ninety-one agencies from various sectors participated, sharing resources around issues such as family well-being, senior support, community safety, newcomer support and housing.

Surveys conducted at the event contributed to a report highlighting the gaps and opportunities agencies see in being able to collaborate with one another. 75 Agencies answered the surveys, which informed a new initiative on how to create practical ways for agencies to collaborate: YEG Reconnect is an ongoing, year-round initiative built on the success of Resource Connect. Over the first six months of Reconnect, a variety of organizations have successfully found new connections and raised awareness of their services.

630  
GUESTS

91  
AGENCIES

75  
RESPONSES

## YEG RECONNECT MISSION STATEMENT

To connect, engage, empower and collaborate across the City of Edmonton so that the people of the City can be best served by a thriving non-profit sector.

We will  
collaborate  
and share.

We will  
explore  
together.

We will create  
opportunities  
together.

We will do all we can to make  
Edmonton the safest and most  
compassionate city in Canada.

## EVENTS

During Resource Connect 2022, 66 agencies answered the question “How might we create more opportunities for exhibitor agencies to interact and explore common issues throughout the year?”



70% of survey respondents expressed a desire for more frequent networking events throughout the year. In order to help agencies build new service pathways through collaboration, The YEG Reconnect initiative has engaged the community with three different events:

## AN EVENING OF PRESENTATIONS

“An Evening of Presentations” is a monthly event where 3 prominent community agencies are given 30 minutes to speak of their organization’s story and services, followed by a short Q&A session. After the presentations, guests have dedicated networking time to form new collaborations. The event is targeted at non-profit workers at all levels. However, free tickets are made available to all members of Edmonton’s diverse communities.



### Event Stats



Of these events  
were hosted  
between  
Feb-June 2023



Different  
people have  
attended  
these events



Agencies  
have  
presented  
in total



Is the  
average  
number of  
attendees

### Social Media Stats



Views a day  
on Facebook  
posts from  
Feb 7- Jun 13



People follow  
the Reconnect  
Facebook  
Page



Views overall  
on Facebook  
posts from  
Jan 1- June 30

## TESTIMONIALS AND EVENT IMPACTS

**"We feel so grateful for REACH. Having a more intimate space to talk about what we do and to connect with community members was so invaluable! We have already taken the next steps in collaboration since the event 2 days ago. The connections will magnify our impact on the community. The studio was very professional and the other attendees were warm and welcoming."**

**-Sarah Maico  
JustServe**

"I found that the presentation was well-organized and easy to attend... I really appreciated the connections that I made with the community and I look forward to the next evenings of presentations! I'm honoured to be invited to join these events."

**-Nadine Kereliuk  
Zebra Child & Youth Advocacy Centre**

"The event was informative and well-organized. We were able to learn more about the other agencies' services."

**-Rola Chaheyab**  
Edmonton Newcomer Zonal Outreach

"Thank you again for facilitating such a great platform. I liked the in-person social networking element the most."

**-Amanda Zhang**  
Communications Coordinator  
Edmonton Immigration Services Association

"It was great to meet others from the city who are supporting healthy communities in amazing ways. The communication ahead of time was helpful, including the schedule and parking instructions."

**-Amy Vetter**  
Interim Chapter Director  
Safe Families Canada|Edmonton

"...I thought all the presentations were wonderful and I walked away with a lot of new information, which was awesome! ...It's such great information being shared, so the more people that can get this information, the better!"

**-Lindsey Strzelec**  
Regional Communications Officer  
Parole Board of Canada

## NETWORK GATHERINGS

YEG Reconnect Quarterly Gatherings are exclusive, invite-only virtual events that occur three times per year. These events are targeted at management staff, board members, and politicians in order to voice concerns and find new ways to bridge service gaps among those with increased influence in the community.

In each event, two presenters deliver concise presentations on subjects such as locating grants, volunteers, and additional resources. Subsequently, participants are furnished with discussion prompts, such as 'What are the organizational gaps you've identified? What gaps exist within the community?' Afterward, attendees convene in breakout sessions, where they collaboratively explore these topics and exchange insights. Noteworthy issues raised include challenges in coordinating comprehensive wrap-around care for clients and competing for talent and resources.

### STATS

30

Registrees at  
the February  
2023 event

55

Registrees at  
the May 2023  
event

SEPT  
28

The next event  
will be hosted  
in September

## TEATIME SOCIAL CONNECTIONS



### STATS

FEB  
14

The first event  
will occur  
Feb 14, 2024

100

Participants  
will be invited

The desired outcomes for the upcoming Teatime Social Connection gathering with non-profit agency partners and stakeholders revolves around building stronger partnerships, sharing knowledge and resources, and ultimately improving the collective impact of these organizations on the community. Both REACH staff and workers at partner agencies will be invited. This will create familiarity between all community members with the myriad services and initiatives each support as a part of their daily work.

Knowledgeable speakers from specific agencies, as well as with specific, verified life experience, will be invited to organically facilitate conversations about important topics affecting community safety. In the upcoming inaugural event, the topic of Human Trafficking will be at the forefront in order to promote the important work of Alberta's new Alberta Office to Combat Trafficking in Persons.

# RESOURCE CONNECT 2024

In Edmonton, Resource Connect stands as the premier networking event within the non-profit sector. Following the resounding success of the 2022 event, organizers are poised for the 2024 Resource Connect to surpass all previous iterations. An invitation will extend to over two hundred organizations, affording them the opportunity to showcase their services. Preparations have commenced a full 15 months in advance, and a dedicated Resource Connect Planning Committee is in formation to ensure the event unfolds seamlessly.

The forthcoming event reaffirms REACH's unwavering commitment to highlighting Indigenous perspectives. It will establish a central physical platform for Indigenous practices and Indigenous-led agencies, underscoring the importance of Indigenous voices within the non-profit community



**This event serves as a platform for:**

**Knowledge Sharing & Capacity Building:** Agencies can share best practices, innovative approaches, and lessons learned from their programs and services. This helps organizations learn from each other's experiences and improve their own operations

**Resource Exchange:** Expertise, volunteers, or funding sources to address gaps and enhance the impact of their programs

**Increased Visibility:** Can attract potential donors, volunteers, and partners, which can be crucial for sustaining and expanding their services

**Awareness and Education:** Educational platform for the broader community leading to greater community support and engagement

**Advocacy and Policy Development:** Non-profits can discuss common challenges and advocate for policy changes that may benefit the sector and the communities they serve

**Evaluation and Impact Assessment:** Learn how to better measure and communicate the outcomes and effectiveness of their services

**Celebrating Achievements:** Platform to celebrate the achievements and milestones of non-profit agencies in Edmonton. Recognizing and honoring their contributions can boost morale and inspire continued dedication to their missions

**Strengthening the Non-Profit Sector:** The overarching purpose is to strengthen the non-profit sector in Edmonton. By facilitating collaboration, resource-sharing, and learning opportunities, the event aims to enhance the collective ability of these agencies to address community needs effectively

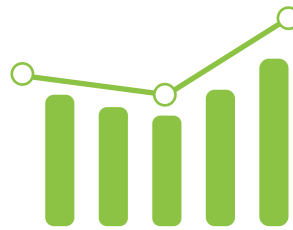
These goals can evolve over time to adapt to changing circumstances and community needs.

## SURVEYS

Surveys conducted during the Resource Connect event gathered valuable feedback, insights, and data from participants and stakeholders. These surveys serve several important purposes:



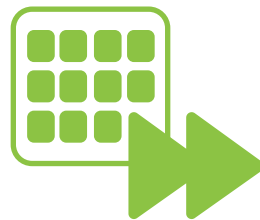
Assessment of Needs  
Across Community



Recording Data for  
Strategic Planning



Identifying Trends  
and Challenges



Event Feedback  
For Future Improvement

**In summary,** surveys conducted during the Resource Connect event contributed by providing valuable information and insights that helped improve the event itself, support the needs of non-profit agencies and service providers, and contribute to the overall effectiveness and collaboration within the non-profit sector in Edmonton





## WEBSITE LAUNCH



At Resource Connect 2022, a total of 62 agencies participated in addressing the query regarding the enhancement of communication channels among exhibitor agencies to facilitate the sharing of innovations and resources.

Impressively, 68% of respondents advocated for the creation of a centralized and interactive portal or platform, envisioned as a dynamic avenue for agencies to exchange information and stay abreast of available resources within the city. These innovative solutions encompassed the development of a website, active engagement through social media platforms, and periodic newsletters distributed by REACH. The forthcoming YEG Reconnect website stands as a promising response to these evolving communication requirements.

## FEATURES

### Forum and Chat

The inclusion of forum and chat functions directly addresses the requirements identified by agencies during Resource Connect 2022. The website provides an interactive platform that engages and empowers community members to share resources, seek answers to queries, and explore innovative modes of organization. Additionally, the website features a community gallery, allowing users to share event photos and other relevant content, fostering a sense of community engagement and connection.



## Upcoming Events

The homepage prominently features imminent events, extending a warm invitation to users to actively participate in these upcoming gatherings. Furthermore, a dedicated page provides comprehensive access to event listings, where users can peruse event details and access an archive of videos from past events.

Event pages are linked to Eventbrite for seamless event registration. During registration, participants have the opportunity to opt-in for updates regarding events and training opportunities. It's worth noting that in the near future, plans may include the integration of an official email newsletter.

## Upcoming Events

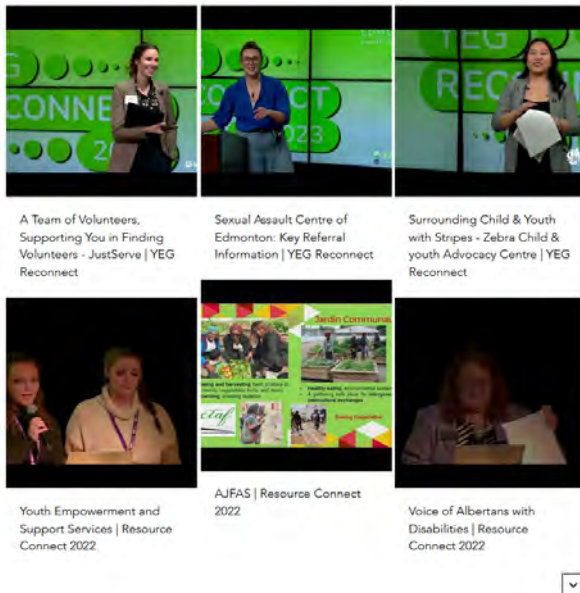


Tue, Sep 12 | Edmonton  
An Evening of Presentations  
- September 2023

RSVP

FALL 2024 | Location is TBD  
Resource Connect 2024

Details



## Event Videos

The Reconnect website offers seamless access to curated playlists available on the REACH YouTube channel. Users can easily watch presentations from notable events like Evenings of Presentations and Resource Connect gatherings. These videos serve as a powerful showcase of the remarkable work undertaken by each presenting organization.

By centralizing these presentations in a single online location, REACH plays a pivotal role in alleviating the digital challenges faced by smaller organizations with limited online presence. Moreover, these video collections serve as a compelling showcase of Reconnect events, piquing the interest of potential future event attendees who seek to explore the impactful work showcased at these gatherings.

## List of Agencies

REACH Edmonton has created a compilation of partner non-profit and community agencies, each dedicated to delivering an array of services to benefit Edmontonians. This comprehensive resource is designed with a dual purpose: to connect individuals seeking assistance and to shine a spotlight on the exceptional endeavors undertaken by our esteemed community partners.

## Community Agencies in Edmonton

We've created a compilation of non-profits and community agencies that provide Edmontonians with a variety of services. We hope this list will act as a resource for those in need, as well as a way to spotlight the amazing work our community partners do.

### Agencies by Type:

YEG Emergency Support

Indigenous-Focused

Children & Family

Poverty & Housing

Mental Health

Newcomer Support

Sexual Safety

Addiction Services

Health & Disability

More Agencies