

**Spring 2012**

## Welcome to Fort McMurray Family Crisis Society's e-newsletter!



**T**he Board of Directors for the Fort McMurray Family Crisis Society is committed to moving the organization forward into a new area of programming, financial planning and accountability.

Employees of the Society make a difference to the lives of people in the community every day and I know they share my enthusiasm for the exciting journey ahead. The Fort McMurray Family Crisis Society has grown through many changes that have routinely enhanced the services provided to those in need of our services. We will continue to strive for the improvement of services and leadership that will meet the needs of our clients while further striving to create a community where everyone can live free from the effects of domestic violence.

We have a lot planned for the next year. With your help, the Society will build a new facility that will help our great and generous community better support victims of domestic abuse. We will continue to make significant changes in our programs and in our delivery of those programs so that the women and children of our region will have a safe place of refuge when faced with the need.

We cannot achieve these goals alone. The ability to make it a reality is within the hearts, volunteer activity and wallets of the community we serve.

While we continue to serve our client needs, fundraising must become our utmost priority to ensure we continue to meet the needs of the future that includes a fifty million dollar investment in new shelter and housing facilities.

Please consider making a tax-deductible donation to the Fort McMurray Family Crisis Society.

Lastly, I wish to express my heartfelt appreciation for all of our staff and volunteers. You contribute to saving lives every day and without you the Society would not have achieved the success it has to date.

**Sid Bennett, President**



**A**s we close the year at the Fort McMurray Family Crisis Society, I would like to extend a heart-felt thank you to all our supporters. I am pleased to announce that all of our government contracts and grants have been renewed. United Way has provided us with a two-year contract and a support team.

Words cannot describe how vital the people working within the agencies that support us are. Financial support is just one of the things they do. I take the opportunity to acknowledge the numerous times they have reached out over the past year to see how the programs are going and what they can do to help.

As I look back over 2011 with pride in what Family Crisis Society has accomplished, I am grateful for the committed staff, who go the extra mile to make a difference in our clients' lives.

Our weekly capital project meetings are doing everything to get us closer to the foundation for our new long-term housing facility. As we expand on our programs, we look forward to being able to provide that new safe space for families and children to move out of the shadows of domestic violence, a place families can call home until it is safe for them to venture out on their own. Again thank you to our supporters, funders, volunteers, our board and staff. Without your sincere commitment none of this could have been possible.

**Mary-Ellen Proctor, Executive Director**

Being environmentally responsible, we're paperless to inform our stakeholders of FCS news in the easiest way possible. We'd love your feedback about our e-newsletter. Email us at [fcs.case@shaw.ca](mailto:fcs.case@shaw.ca) and let us know what you like and what you would like to see featured in future editions.

Don't forget to click **"Join Our Mailing List"** to ensure you will receive all future editions of the Fort McMurray Family Crisis Society's e-newsletter!



# Stop the Hurting Start the Healing



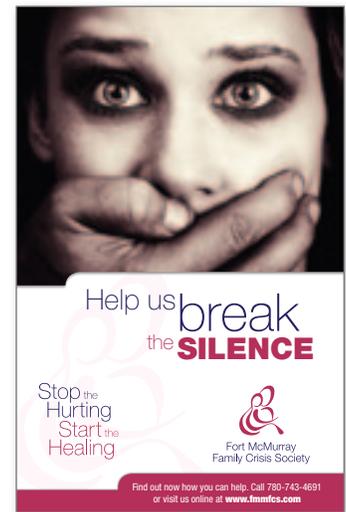
The primary objective of the “Stop the Hurting, Start the Healing” Campaign is to provide a continuum of support and accommodation to those living with the effects of family violence. The project consists of two components: an affordable housing component and an emergency shelter with ancillary services/ space component.

The affordable housing component of the project will contain 39 one-bedroom units, 22 two-bedroom units and 15 three-bedroom units for a total of 76 units all furnished and containing full kitchens.

The emergency shelter and ancillary services/ space component of the project will contain 12 bachelorette units, 16 one-bedroom units, 10 two-bedroom units, 2 two-bedroom units with full kitchens, 8 three-bedroom units and 2 three-

bedroom units with full kitchens making up a total of 50 units. An ancillary support area will include an exercise facility, commercial kitchen, pre-school day care centres, a medical area, a large central outdoor courtyard and administrative offices. The project also includes a below grade parking structure below the facility which accommodates the majority of the parking requirements.

Each year our staff is forced to turn away an average of 103 woman and children due to lack of space at our current facility. We need your help to ensure that our doors always remain open to all citizens who require our services and support.



*We must provide better solutions,  
we must never again tell a mother & her children:  
“Sorry, we do not have space for you”.*

Thank you for helping to  
**“Stop the Hurting & Start the Healing”**





## Need counsel? ...meet our counsellor Diana Hoffman

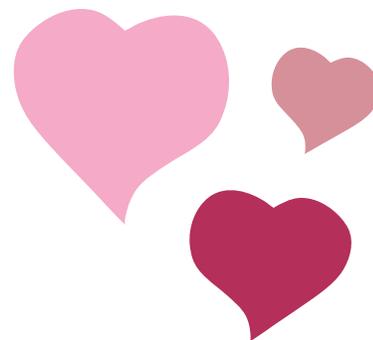
Last year, the Fort McMurray Family Crisis Society was able to help over 1,300 clients. Of the 350, who used the emergency shelter at Unity house, 51 were from the rural communities of Wood Buffalo. In addition to providing a safe place for victims of violence, FMFCS provides counselling for offenders as well.

Our counsellor, Diana Hoffman is busy. Since September when she joined the society, her time is been divided between clients from Unity house, those referred by other program coordinators, Victim Services as well as telephone referrals by those concerned about family or friends being abused.

In collaboration with Penney Tilley, sexual assault program coordinator, she has been able to make in-roads into the Mark Amy treatment centre, the Women's Catholic Group, CASA, Calgary Communities against Sexual Assault, HIV North, RCMP for human trafficking and the Sexual Health Network.

**Theraplay** is a therapist-guided and dyadic short-term play therapy focusing on the parent-child relationship. It has been found to enhance attachment, self-esteem and trust through joyful engagement. Based on four essential qualities in natural parent-child relationships such as structure, engagement, nurture, and challenge, Theraplay creates an active and empathic connection between parents and child. This changes their view of the self as worthy and lovable, and that relationships can be positive.

With Child development coordinators, Kelly O'Neil and Michel Senar, Diana has been able to venture into Theraplay for facilitating children's programming for self esteem, types of abuse, safety plans, stress management, anger management, appropriate touch, responsibility for family violence, parent's separation, and bullying.





## Diana Hoffman continued...

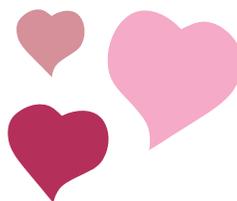
**Art therapy** works well with individuals who do not want to talk about their issues. What is drawn on the page says something about the person who created the drawing. Colour, quality of line, choice of subject matter, details, size, and placements of objects on a page, and the selection, and handling materials offer clues to the conscious, and unconscious feelings. The non-threatening process of creating art provides a unique opportunity for these feelings to be released and explored. Art therapy provides a blend of therapy, counseling, and education helping individuals achieve higher levels of functioning. Materials such as watercolours, oils, pastels, pencils, pens, markers, crayons, collage materials, plaster of paris, clay, tempura, and papers are provided. Clients are encouraged to create spontaneous art using a choice of media, to explore their images in a creative, interactive way. The art therapist is a facilitator, not an interpreter, helping the clients follow their own journey to self-discovery and understanding.

With Julie Ralph, Diana has worked on the New Beginnings program, which is about starting afresh and moving way from abusive situations. This is a closed support group which explores personal history and relationships, models of violence of violence or abuse in the past, personal triggers for violence, ability to express emotions and communicate them, and the sense of responsibility and control, gets the client to understand the source of their problems and set goals for improvement.

Diana has also been supporting groups at the Northern Lights Health Centre and has worked on Mental Health with Tony Falasca and the couples program.

In her attempt to reach victims of all backgrounds and age groups, tireless Diana has begun to have lunch with the seniors at the Golden Year's Society and recently started an art group. She hopes that through this venture she will be able to reach out to the elders who are in abusive situations.

After completing graduation in Biology, Diana took up nursing. Later she moved on to fine arts and took a Master's degree in Education and Counselling at the Kutenai Art Therapy Institute, UNBC. She is a kind and compassionate mother of four grown kids and lives in Fort McMurray with her 2 dogs. She is extremely passionate about her job and puts her best into the time she spends with her clients.



## Thank you... Julio Florez

Over the years, I have seen what the Family Crisis Society has done for women and children. I am impressed by the commitment, compassion and vision of the board and staff of the society and feel honoured to be part of the organisation by contributing a portion of my commission to the great cause.

This year I decided to help out a bit more in your efforts to build a new Women's Shelter. I understand that the current shelter has played a very important role in helping women and children escape abusive situations, but that there is not enough room to shelter all the victims of domestic violence anymore in our ever-growing community.

I love Fort McMurray and have been a supporter for kids causes, sports and multicultural events. I understand the importance of building community, feel happy to be connected to an organisation which provides critical services to my community.

—Julio Florez, Realtor, Royal Le Page



### Julio Florez donates \$15,000 to the campaign

Julio Florez, a local real estate agent with Royal LePage, presents a cheque for \$15,000 to Fort McMurray Family Crisis Society's Executive Director Mary-Ellen Proctor and Director of Marketing, Communication and Fund Development, Paul McWilliams, towards the Stop The Hurting, Start The Healing campaign on Tuesday, April 10, 2012. Proceeds from campaign will be used for the construction of a new Affordable Housing & Emergency Woman's Shelter in Fort McMurray.



## Thank you to our donors...



### Decedent Pink donate \$10,000 to the campaign

Fort McMurray Family Crisis Society Executive Director Mary-Ellen Proctor receives the donation of \$10,000 from Decedent Pink organizing Committee – Candace Sturgess, Donna Fetzko, Stefanie May, Deborah Lindenberger, Katherine Czerlay-Lima, Mucharata Minog and Chelsey Hart.

### On the catwalk...

The proceeds from a recent Decedent Pink fashion show were all donated to the the Family Crisis Society's 'Stop the Hurting, Start the Healing' campaign. Below: Danielle Loy, staff with FCS.



## Thank you to our donors...

### One step closer

NorthStar Ford general sales manager, Jeffrey Watson, and Dennine Giles, owner of NorthStar Group Fort McMurray, present a cheque of \$ 75,000 to the Fort McMurray Family Crisis Society's director of marketing, communication and fund development, Paul McWilliams, for their new campaign Stop The Hurting, Start The Healing on Thursday. The \$75,000 will be distributed over the next three years in increments of \$25,000.



### Family Crisis Centre gets donation to kick off drive

Agents from Royal LePage True North Realty present Mary- Ellen Proctor, the executive director of the Fort McMurray Family Crisis Society, with a check for over \$ 44,000.

A Big thank you to our donors, **Royal Le Page, NorthStar Ford, Decadent Pink, Oilsands Chapter of the Harley Davidson Owner Group, Neave Spango, Julio Florez** and all the big hearts in our community who are lending a hand in moving closer to getting the shovels in the ground for the new Women's Shelter.





## FMFCS In the news...

### Farewell Laurie

The Fort McMurray Family Crisis Society recently bid farewell to Laurie Anderson. Thank you Laurie for your service and commitment to FCS



### All revved up!

The Oilsands Harley Davidson owner's group recently offered to raffle off tickets to win a bike, with all proceeds going to FCS 'Stop the Hurting, Start the Healing' campaign.

Left to right: Sheri Marshall, Alain Dallaire, John Cutler, Dawn Hiscock, Debbie Martin and Lloyd Grainger

On Feb 23, 2012, **Neave Spango** donated her pocket money to the Family Crisis Society





## FMFCS Upcoming events...

### DENIM DAY

May is Sexual Assault Prevention and Awareness Month. The Society is proud to announce that the Mayor has declared **May 12, 2012** as Fort McMurray Denim Day. Teens 12-17 yrs will gather at the Boys and Girl's club 1-4pm to learn about prevention of sexual assault. Competitors for poster painting and jean painting on the theme will be awarded prizes.

### ROYAL LEPAGE SECOND ANNUAL NATIONAL GARAGE SALE

The 2nd Annual Royal LePage National Garage Sale will take place **Saturday, May 12, 2012** at 8 am at the the Royal LePage Thickwood office parking lot on Real Martin Drive. All proceeds will go to the New Women's Shelter. Donate your unwanted, gently used items to the garage sale and help women and children in our community safely escape violence.

### CENTRESTAGE

Celebrating the fabulous Women of Fort McMurray, McMurray Girl is hosting Centrestage at Sawridge Inn and Conference Centre **May 31, 2012** at 6.30 pm. All proceeds will go to the Fort McMurray Family Crisis Society.

### LAUNCHING THE CAMPAIGN

Stop the hurting Start the Healing Campaign Launch will take place on **June 8, 2012**. Further details to follow in local news.

### ANYONE FOR BASEBALL?

Royal Le Page will be hosting a baseball tournament over the weekend of **June 15, 2012** with all proceeds to the FCS's new campaign. Fri: 6 pm-10 pm, Sat: 9:30 am-6:30 pm, Sun: 9:30 am-6 pm.

### WOOD BUFFALO ALIVE WITH CULTURE EVENT

Edmonton Symphony Orchestra (ESO) presents a tribute to Ray Charles at MacDonald Island Park **June 3, 2012**. Tickets sales are open at McDonald Island Park. All proceeds will go to the Fort McMurray Family Crisis Society. The Community Art Exhibition Opening of the Art Gallery of Alberta's About Face explores first nations art from 1 - 4 pm. Scheduled activities are free for the entire community.



### TOURNAMENT OF HOPE

The inaugural Tournament of Hope Celebrity Golf Tournament will take place **July 7, 2012** at Miskanaw Golf club at MacDonald Island Park. Registrations are open at the MacDonald Island Park.

### LARGEST OUTDOOR YOGA CLASS

**Saturday, August 11, 2012**, Oranj Fitness Kelowna British Columbia to organise 'Largest Outdoor Yoga Class' with proceeds going to the Family Crisis Society.

Statistics show that 75% of female children who witness abuse grow up to have abusive relationships, while 75% of male children who witness abuse grow up to be abusers.

**NO CHILD SHOULD EVER HAVE TO LIVE IN A SHELTER, HELP US PROVIDE THEM WITH A SAFE PLACE TO CALL HOME**

The Fort McMurray Family Crisis Society housed 182 children last year alone. Children who witnessed or experienced domestic abuse are severely impacted by it and without proper support, are at risk of becoming withdrawn, depressed, suicidal or violent.

Support the new facility, help break the chain of violence, stop the hurting, start the healing... take action today! Contact [p.mcwilliams@shaw.ca](mailto:p.mcwilliams@shaw.ca) to learn how.

*"The most beautiful people we have known are those who have known defeat, known suffering, known struggle, known loss, and have found their way out of the depths. These persons have an appreciation, a sensitivity, and an understanding of life that fills them with compassion, gentleness, and a deep loving concern. Beautiful people do not just happen"*

**– Elizabeth Kubler Ross**

**HAVE A CRISIS? CALL FORT MCMURRAY FAMILY CRISIS SOCIETY**  
 Phone: 780-743-4691 • Fax: 780-743-8224 • 24-hr crisis line: 780-743-1190 • [www.fmmfcs.com](http://www.fmmfcs.com)

