

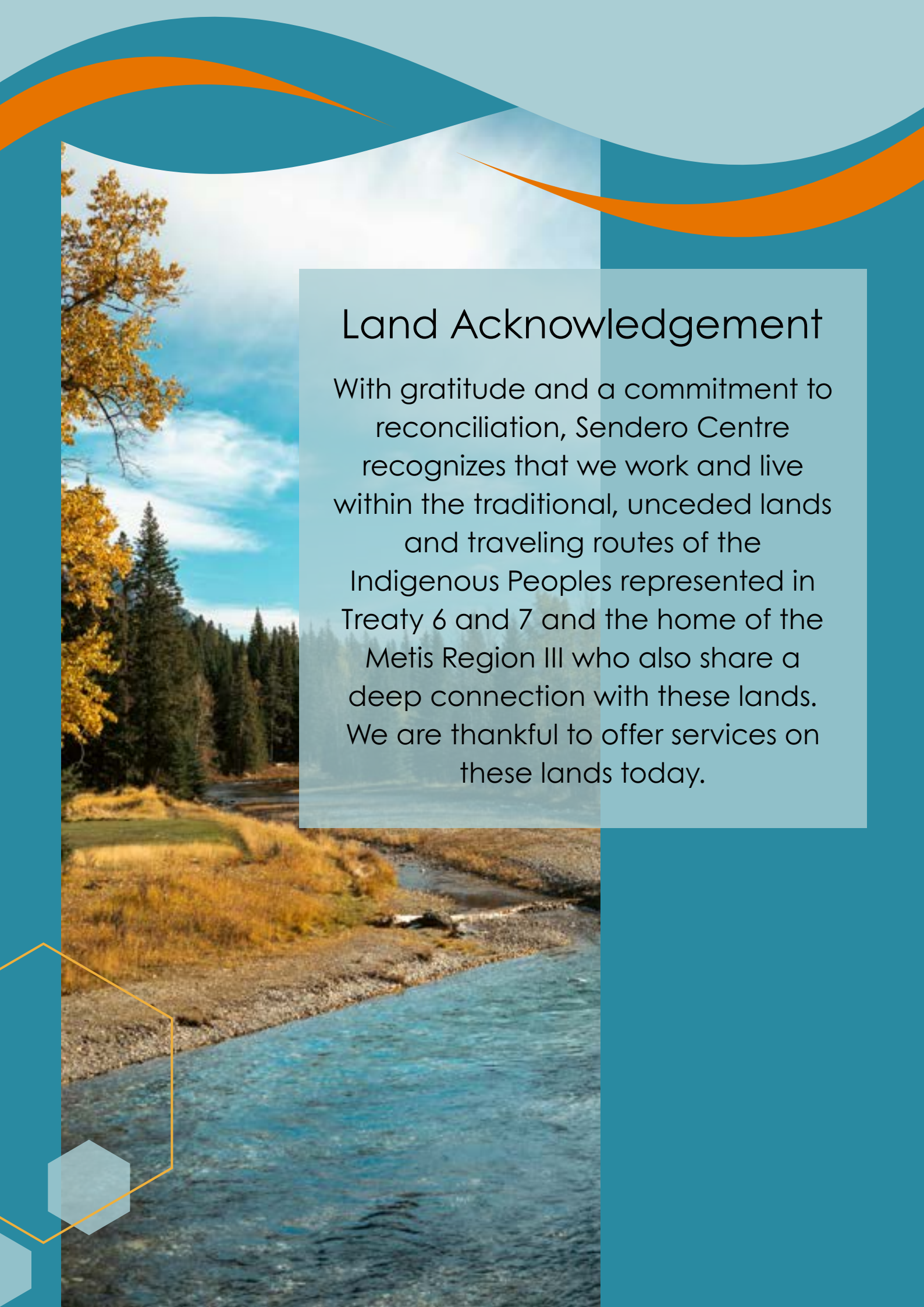
2024-
2025

Annual Report

Sendero Centre

Sexual Trauma Supports





Land Acknowledgement

With gratitude and a commitment to reconciliation, Sendero Centre recognizes that we work and live within the traditional, unceded lands and traveling routes of the Indigenous Peoples represented in Treaty 6 and 7 and the home of the Metis Region III who also share a deep connection with these lands. We are thankful to offer services on these lands today.

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Red Deer, AB, T4R 0V4

In Honour & Remembrance:

Ralph Seland



Ralph was a dedicated and valued member of our agency for over 25 years, beginning his service in 1995 when the Sendero Centre (formerly Central Alberta Sexual Assault Support Centre) was still known as the Crisis Centre.

Throughout the years, he provided vital support to Central Albertans through the 24-Hour help and distress line, later focusing his efforts on the 24-Hour Support Line dedicated to those impacted by sexual violence.

This work, often emotionally demanding and deeply sensitive, requires extraordinary compassion, patience, and strength — qualities that Ralph demonstrated in abundance. Volunteering approximately 15 eight-hour shifts each month, Ralph gave more than 1,000 hours every year to ensure that no call for help went unanswered.

His quiet presence offered comfort to countless individuals, whether they were in immediate crisis or struggling with past trauma.

Though Crisis Line volunteers often work remotely, his impact on the team was far-reaching. New volunteers looked to him as a model of calm, thoughtful service — a rare and inspiring example, particularly as male volunteers in this role are uncommon. Through his kindness, initiative, and steady dedication, Ralph made a difference not only in the lives of those he spoke with but in the broader community of Red Deer and across Alberta, where our services extend.

Above all, he offered what every person in distress needs most: a caring, non-judgmental ear. It takes a special person to offer such unwavering support without question — and Ralph was truly that person. His legacy of generosity and compassion will live on in the lives he touched and the example he leaves behind.

He will be deeply missed and the impact he had on thousands of lives is immeasurable.



& Rebecca Kirschman

Rebecca Kirschman was a beloved volunteer at the Sendero Centre. Rebecca's unwavering dedication and compassion touched the lives of countless individuals in our community.



Rebecca's kindness, empathy, and commitment to our mission were truly inspiring. She was not only a volunteer but also a friend, mentor, and advocate for those in need. Her legacy of selflessness and service will continue to guide us as we strive to make a positive impact in the lives of others.

We extend our heartfelt condolences to Rebecca's family and friends during this difficult time. Her memory will live on in the hearts of all who had the privilege of knowing her.



Message From: The Board of Directors

It is with the utmost gratitude that I extend my sincerest thanks to the staff, volunteers and all supporters of our organization for everything you have achieved and invested in our operations over this past year. I am truly honoured to be addressing you for the first time since having undertaken the role of Chairperson of the Sendero Centre Board of Directors this past April. As someone whose family has benefitted directly from Sendero Centre services, representing this organization is something I am genuinely proud of. This is due in large part to the significant efforts and inspiring work by every Sendero Centre staff member and volunteer to end sexual violence and make the communities we serve safer, stronger and more resilient. From focusing on prevention to healing, your dedication to these communities and to our cause are the foundation of our success, shining through in the work you do and your commitment shown to make the Sendero Centre a safe, healing and welcoming environment for those impacted by sexual violence. This is work you can, and should, be proud of.

Continued on the following page

Board Members **Apr 1 '24 - Mar 31 '25**

Patricia Arango
Wynny Sillito
Leigh Sands
Maureen Banner
Cass Brunner
Coralie Mobley
Heidi Ravenhill
John Ferguson
Kellie Cummings
Kelly Sachatsky Ward
Kyle Kisio
Nicole McAndrew
Holly Erb



continued from previous page.

The last 2 years have been a transformational time, full of change and growth, beginning with all that came with the new centre last year - new people, new environment - and now this year, a new name, Sendero Centre. Change can be difficult and take a lot of work. You navigated the opportunities and challenges we experienced over this last year with strength and resilience. Through this period, I've admired the way you have adapted, facing operational complexities head-on, even finding creative motivations through the experience to inspire new community donors and fundraising ideas and raise awareness in the community about the services we offer. We have received important financial donations from the community during this time as well; both in small donations from community members at our fundraising event locations and larger donations from businesses and community groups. This support is critical to our operations and we are grateful for every dollar we've received.

On behalf of the Board of Directors, I thank you for all you have done and continue to do in your roles with Sendero Centre. Each of you plays an integral role in the success of our organization. In providing the communities we serve with healing and hope, empowering and informing clients along their journey, and compassionately counselling, collaborating and communicating, you've continued to fulfill our mission to end sexual violence and build safer communities. For this, we are grateful to you. I thank each and every person who has played a role in the success of our operations this last year, and I look forward to all we can accomplish together over the coming year.

Yours Respectfully,

Wynny Sillito

Chairperson – Board of Directors



Update: 24-Hour Support Line

The crisis program continues to provide vital 24-hour support to individuals impacted by sexual violence, trauma, and crisis situations. Our service remains a lifeline for survivors and community members seeking immediate emotional support, safety planning, and connection to ongoing resources.

During the 2024-2025 fiscal year, the 24-hour crisis line responded to 560 calls, with an average call length of 56 minutes, reflecting the complexity of issues faces by survivors and the depth of support provided by our trained volunteers and staff. In addition to phone support, our web chat service engaged with 100 individuals, averaging 126 mins per session, and our text line supported 132 users, with an average of 73 mins per conversation. These extended interaction times highlight the commitment to providing patient, trauma informed care across multiple communication platforms.

This year saw the onboarding of 42 new volunteers, all of whom completed extensive training focused on trauma-informed practice, crisis intervention, and survivor-centered response. In addition 12 students from various colleges completed practicum placements with us, contributing an average of 240 – 300 hours each. Their engagement not only enhanced program capacity but also fostered future professionals' development in the fields of counselling, psychology, social work and criminal justice.

Our Sexual Assault Response Team (SART) attended 67 calls this year averaging 240 mins. The SART was closed as of June 1 this past year. It provided critical in-person support during forensic exams and hospital visits, ensuring survivors received compassionate care and advocacy throughout their experience.

The program's ongoing focus on trauma-informed and culturally responsive practice remains central to all service delivery. Through ongoing supervision, training, and debriefing, we continue to support the emotional well-being and resilience of our volunteers and staff.

The Crisis Program remains dedicated to meeting survivors where they are, providing safety, validation, and connection. Our collective efforts have created meaningful impact, strengthened community trust, and ensured that every call, chat and text is met with empathy and hope.

Evonne Larratt
Crisis Programs Coordinator

Update: Clinical Team

- Over the past year, clinical services at Sendero provided a total of 2,819 therapy sessions, including 1,759 adult sessions and 1,060 child therapy sessions.
- One year Integrated Case Manager (ICM) pilot program delivered 203 stabilization sessions, supporting individuals with system navigation, crisis stabilization, and readiness for counselling. These efforts ensured that clients were better prepared to engage in therapeutic work, which in turn allowed therapists to provide more focused and effective treatment.
- Collaboration remained a key priority. Stronger relationships were developed with the Central Alberta Child Advocacy Centre and the Step-up/Step-down program to create a more streamlined referral system. This ensured children and youth received timely support and appropriate services.
- Adult team engaged in conversations with the Central Alberta Sexual Assault Response Team to revisit and clarify referral pathways, helping clients feel well-informed and supported through each stage of their care.
- The year also saw an increase in complex and multi-layered cases at intake, requiring careful triage and prioritization to address the most urgent needs while maintaining accessibility to ongoing services.

*Mark Ballantyne Child/Youth Clinical
Case Manager & Tracy Cross Adult
Clinical Case Manager*



Update: Police & Court Support



This fiscal year has been one of growth and meaningful impact for the Specialized Criminal Justice Navigator program at the Sendero Centre. From April 1, 2024 to March 31, 2025, the program supported 61 new clients, with an average monthly caseload of 25–35 ongoing clients. Clients typically remain connected for about two years, reflecting the complexity of navigating the criminal justice system from initial reporting through trial and sentencing.

Each client receives individualized, consistent support — averaging 25+ points of contact per file. These include court and investigation updates, assistance with forms, Victim Impact Statements, restitution, and overall system navigation. This year, 9 supportive reports to police resulted in 23 criminal charges, and more than 40 hours of direct court support were provided.

The program sat dormant from July to mid-August 2024 until a new Police and Court Support staff member was hired, restoring service capacity for the remainder of the year. Clients came from across Central Alberta, with some cases extending out of province and internationally.

A client shared:

"I just wanted to thank you for all of your support throughout this process. It's meant a lot to me — especially at the beginning, when I felt like I was walking into everything blindly. The support you offer really does shine a light in such dark, heavy times."

This year also brought systemic changes, including the transition from Police-Based Victim Services to Regional Victim Services Society, and the opening of the new Court of Kings Bench of Alberta Red Deer, both of which reshaped collaborative service delivery. The program remained an active voice in the Third Party Reporting initiative with Alberta Association of Sexual Assault Services (AASAS) and participated in SAIRC reviews with RCMP and AASAS.

We were proud to receive the Victims and Survivors of Crime Week 2025 Grant and complete an Introduction to Restorative Justice course, further enhancing trauma-informed practice.

Looking ahead, we aim to strengthen interagency collaboration, expand regional partnerships, and increase program capacity — ensuring sustainable, coordinated, and survivor-centered support across Central Alberta

Ula-Erin Chauvet
Police & Court Support Worker



Update: Education & Community Relations

The Sendero Centre Education and Community Relations team continues to grow relationships with our schools, community, and partner agencies!

From April 2024 to March 2025, the team completed 761 presentations, reaching over 17,000 children, youth and adults in Central Alberta. New to this year, our team worked collaboratively with Maskwacis Education Schools Commission (MESC) to bring our programming and awareness efforts to 6 of their schools in the 2024/25 school year. We value this partnership with MESC and look forward to continuing it in the upcoming school year.

Of the 47 events attended during this period, we reached 5603 people. You can find our team at farmers markets, sports events, information fairs, and community events all year round! We want to extend a thank you to every market manager, event planner, and community partner who has worked with us this year.

We continue to offer our free of charge violence prevention programming, support parents and teachers in having important conversations with their youth, and connecting people to our services, regardless of where they are in their healing journey.

*Kailee Burkinshaw
Education & Community
Relations Team Lead*

*"[It is] so important to have [Sendero] and your ability to travel to rural communities and share your knowledge with youth! Thank you."
-AHS youth worker in Drayton Valley*

*"I felt it was really important that you did this"
-Grade 6 student in Chinooks Edge School Division/CESD*



"I just heard from my son that he just attended this program today in school. He liked it, nothing pushy or anything that made him uncomfortable. Good advice. Thank you for this and the great intention behind it." - Grade 10 parent from Wildrose Division/WRNSD

Update: Fund Development

May 2024 Mothers Day Fundraiser with B Nest Studios.
Delivery fees from every order donated to CASASC.

May 2024 SKCOE Grand Opening.

Aug 2024 RBC Endowment Fund

- Account opened in the name of the charity
 - One account to hold laddered GICs for costs that may be ongoing or on an annual basis
 - One account to hold long term assets that are invested following the charity's investment guidelines in their articles of association or an amendment thereof
 - Investment parameters are usually conservative in nature
 - Assets are managed by Investment Advisor using the highest qualities of pension style investments
 - The endowment fund is created in a way that can receive donated gifts of securities in-kind
 - The charity itself can deposit cash donations and allocate to either side of the endowment fund
 - Structuring the accounts this way also creates an ease of use for withdrawing the disbursement quota

Sept 2024 Hunter Star Quilt - Quilt of Hope

This locally made Hunter Star Quilt is the result of eight months of collaborative work by the Sew Sisters: Rene Altena, Carrie Berg, Diane Chadwick, Dariel Dent, Judy Dobson, Elizabeth Hanson, Joanne Kuharski, and Barb Strang.

Made from over 1,000 pieces, it features thirty 14" Hunter Star blocks in vibrant jewel-tone batiks contrasted with black batik. Each quilter contributed tessellation blocks that were exchanged and assembled into this stunning quilt.

An extra set of blocks was also used to create a second quilt, donated to support a local non-profit. The Sendero Centre was chosen as the recipient of this Hunter Star Quilt.



Fund Development Cont'd

Sept 2024 AGLC Casino

Nov 2024 Sendero Centre Name Launch

Nov 2024 Magnets of Hope Campaign

Magnets of Hope was founded by a University student to try and promote our Alberta wide 24-Hour Support Line. Her mission was to sell 200,000 magnets online that we would collect and provide to all post secondary institutions across Alberta.

Nov 2024 Giving-Hope Program Launch

Giving-Hope was developed to promote our services and programs, as well as raise much-needed funds so that we could continue to grow the number of Central Albertans we are able to help each year.



Nov-Dec 2024 Holidays of Hope

Wish lists for items to give away to clients were put out on our socials.

Dec 2024 Giving Tuesday

Dec 2024 Notre Dame Service Project

Notre Dame selected Sendero Centre as their service project for the year! *Thanks Shay!!!*



Dec 2024-Jan 2025 Murph's Meat Draw 50/50's



Jan 2025 Skip the Depot Bottle Drive

Jan 2025 Every Moment is a Choice Studio Bears

Bears can be purchased on behalf of Sendero Centre. These bears will provide much needed comfort to our children clients during their visits with our counsellors, and also at home -- where they might need a listening ear or a comfy buddy.



Feb 2025 Rebels Raffle

Feb 2025 Sendero Centre Fund Dev Committee Formed

Mar 2025 Sendero Centre Drumbeat Store Launched

FROM CASASC TO SENDERO



Why Sendero Centre?

The term 'Sendero' translates to 'path' or 'trail' in Spanish, symbolizing the journey each of our clients undertakes towards healing and recovery.

Our new name, along with our new logo featuring a winding pathway, embodies the essence of the diverse and unique healing journeys of individuals we support.

What Stays the Same?

Our commitment and dedication to accessible and inclusive care for our clients and community remains steadfast.

We will continue to offer the same essential services, all at no cost with no referrals needed, including our 24-Hour Support Line, counselling services, Police and Court Support Program, and education programs.

Looking Forward

As Sendero Centre, we will continue to foster a community built on respect, understanding, and support for those affected by sexual trauma.

This name change reflects our ongoing commitment to providing a supportive and healing environment for our clients and the community.

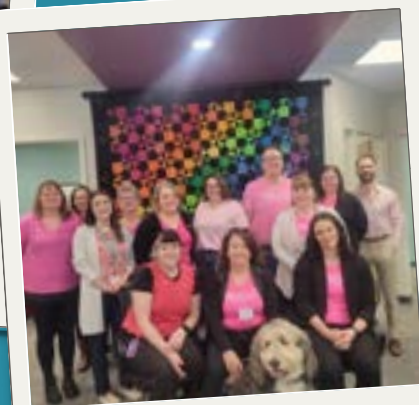
2024 Recap

Our Mission

The Sendero Centre is committed to ending sexual violence and helping to build safer communities through promoting awareness and healing, education, empowerment and renewal.

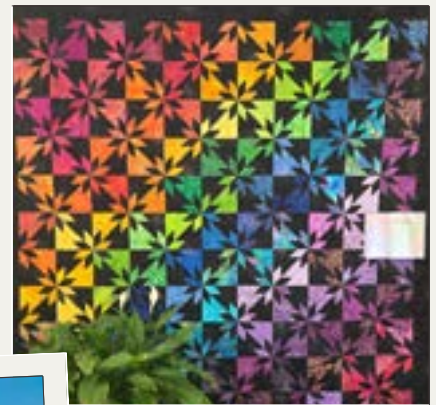


October 2024





Our vision
Central Alberta will be
a safer, healthier and
more informed
community surrounding
the issues of sexual
assault and sexual abuse.



Our Core Beliefs

- People can heal
- We are facilitators of the healing process
- In valuing diversity and respecting all people
- Individuals should be free to make their own life choices
- Each person should have the opportunity to learn and grow
- In creating a safe environment and maintaining confidentiality
- Services must be accessible to children, adolescents, women + men
- Inability to pay should not be a barrier to receiving service
- In providing support and advocacy for people who have been affected by sexual violence
- Public education and advocacy are vital for eliminating violence
- Offenders must take responsibility for violence
- Teamwork is essential

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Board of Directors of:
Sendero Centre Sexual Trauma Supports

Opinion

The summary financial statements, which comprise the summary statement of financial position as at March 31, 2025, and the summary statement of operations for the year then ended, are derived from the audited financial statements of Sendero Centre Sexual Trauma Supports (the "Society") for the year ended March 31, 2025.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements and the auditors' report of the Society.

The Audited Financial Statements and Our Report Thereon

We expressed a qualified audit opinion on the audited financial statements in our report dated September 23, 2025. In common with many not-for-profit organizations, the Society derives a material amount of revenue from donations and fundraising activities, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Society. Therefore, we were not able to determine whether any adjustments might be necessary to donation and fundraising revenue, excess revenues over expenses, and cash flows from operations.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation and fair presentation of the summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditors' Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard 810, "Engagements to Report on Summary Financial Statements".

Red Deer County, Alberta
September 23, 2025



Chartered Professional Accountants

Financial Statements

SENDERO CENTRE SEXUAL TRAUMA SUPPORTS

SUMMARY STATEMENT OF FINANCIAL POSITION

MARCH 31, 2025

ASSETS

	2025	2024
CURRENT ASSETS	\$ 330,884	\$ 165,814
LONG TERM INVESTMENTS	-	259,480
CAPITAL ASSETS	248,551	272,854
	<u>\$ 579,435</u>	<u>\$ 698,148</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	\$ 300,124	\$ 431,141
LONG TERM DEBT	12,219	26,667
DEFERRED CAPITAL CONTRIBUTIONS	127,947	145,803
NET ASSETS		
Net investment in capital assets	93,926	85,929
Internally restricted	108,093	225,402
Unrestricted	(62,874)	(216,794)
	<u>\$ 579,435</u>	<u>\$ 698,148</u>

SUMMARY STATEMENT OF OPERATIONS

YEAR ENDED MARCH 31, 2025

	2025	2024
REVENUE	<u>\$ 1,864,413</u>	<u>\$ 1,755,770</u>
EXPENSES		
Amortization of capital assets	27,411	32,427
General and administrative	1,792,394	1,754,720
	<u>1,819,805</u>	<u>1,787,147</u>
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	<u>\$ 44,608</u>	<u>\$ (31,377)</u>

