



2017 Year in Review

In the spring of 2017, Momentum invited the community to help us envision the future. Over 165 people like you came together to share their hopes for Momentum and our community. Your input was central in creating a new strategic vision for our work, where we will:

- Build on the strong foundation we've created through our organizational culture, programs and community initiatives
- Draw on the wisdom of our past, current and future partners to continue to advance community economic development and reduce poverty, in alignment with Enough for All—the Calgary Poverty Reduction Strategy
- Strive to be bold, innovative and relevant as the world around us changes, incorporating technology and training for the jobs of the future.



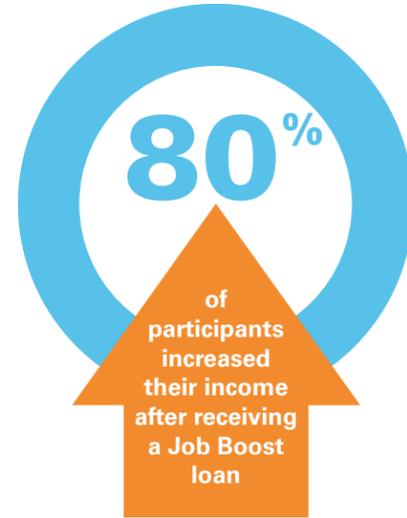
We say “new” strategy, but if you look closely, it’s really more of a continuation along the path of the strategies that have brought us 26 years of success in working with individuals and within communities to make lasting change for the better.

You told us that you believed in the work Momentum does, and we have results to back up that belief. Over the last six years of our strategic map, we saw municipal and provincial policy changes on payday lending; over 14,250 participants receive money management training through organizations trained by Momentum; over 340 participants build their job skills towards careers in the trades; and over \$874,000 loaned—with a 97% repayment rate—to local entrepreneurs looking to start or expand their small businesses. In 2017 alone, we launched a new loan program focused on helping people get a better job, and we celebrated the 159th family to purchase a home using matched savings.

With over 120,000 Calgarians living in poverty, we have a lot of work to do. We are optimistic our new strategic direction will advance our efforts to reduce poverty in our community. But for now, we invite you to look back at the results we achieved in 2017.

New Program Spotlight: Job Boost

Lorna lost her job as a social worker at the end of 2016. She collected employment insurance and relied on her youngest daughter to help pay the bills until she found a new job. Eventually her savings were used up and her social worker license was about to expire. Without her license, she wouldn't be able to secure a job and Lorna needed a solution fast. After receiving her Job Boost loan, she was able to renew her license in time to accept a job in the field she loves.



Collective Impact Finds its Stride

Partners of Calgary's Enough for All Poverty Reduction Strategy developed the Financial Empowerment Collaborative (FEC) to work towards the goal of ensuring that everyone in Calgary has the income and assets needed to thrive. Launched in 2015, the collaborative, which Momentum helps support, has seen positive impact. In 2017 alone:

11,420 Calgarians reduced debt and grew their savings

310 matched-savings participants saved over **\$400,000**

More than **70** staff at community agencies were trained to coach individuals experiencing financial stress

8,445 tax returns were filed through tax clinics resulting in **\$3.72M** in benefits secured by Calgarians living on low incomes.

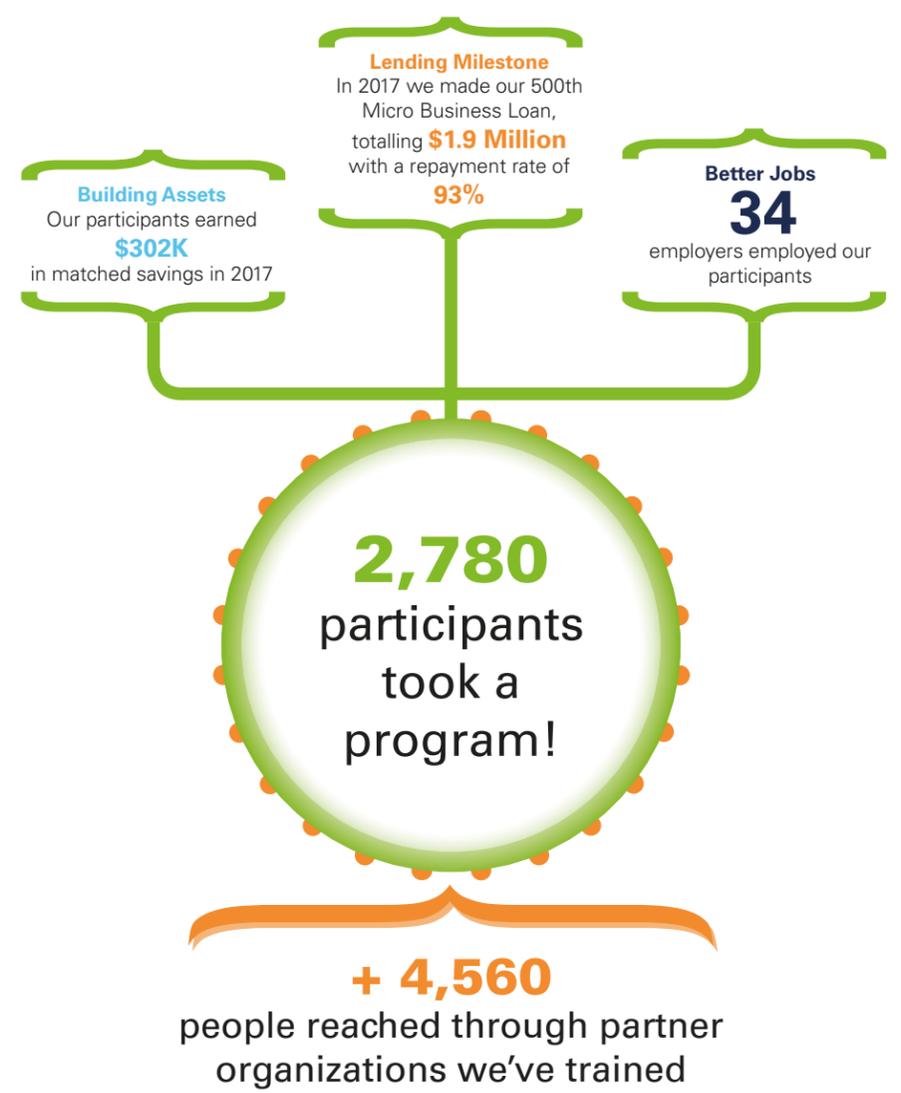
Small Loans, Big Impact

Nicole and her husband both come from generational poverty, and have needed government assistance for more than 15 years. Determined to be the ones to end the cycle of poverty and build a better future for their children, Nicole used Momentum programs to learn how to manage her money and launch a business. As her business continues to grow, she plans to use it as a platform to employ her neighbours with a living wage.

122 jobs were created by 77 businesses that received a Micro Business Loan.

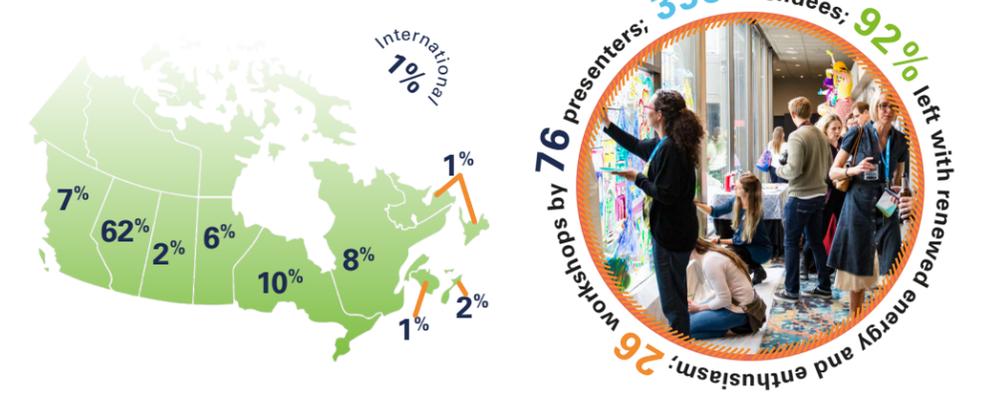
Having my own business gives me the flexibility to be the mom that I want to be while enabling us to break out of poverty.
- Nicole Ragguette
Owner, Royal Ambassador Professional Services

Our Reach



Remembering EconoUs 2017

Thrive, a Momentum community initiative to develop a more inclusive local economy, proudly hosted EconoUs in September. This national conference attracted attendees from across Canada to share their ideas about community economic development.



Indigenous Engagement Strategy

In June 2017, Elder Clarence Wolfleg led a Blessing Ceremony for Momentum, which signified a new beginning for our Indigenous Engagement Strategy. This helped legitimize our process and the work needed on our journey of building better relationships with First Nations, Metis and Inuit people in Calgary. Our strategy was placed inside a bundle and given the name Itsihtaan.



Itsihtaan (ee • tseeh • ta • nii)
Will • State of Mind • Thoughts

Bundles are sacred articles that have their own meaning. Our bundle represents the thoughtful and mindful Indigenous engagement work that we are doing here at Momentum.

Public Policy

Building on our success in changing payday lending rules in Alberta, Momentum's public policy team spent much of 2017 advancing issues related to other forms of high-cost credit. High-cost credit businesses include cheque cashing, auto loans, pawn loans, and rent-to-own businesses, whose services often have interest exceeding 35%. The policy team's hard work was represented in Bill 31: A Better Deal for Consumers and Businesses Act. This bill created changes in consumer protection laws in Alberta, which include the first-ever regulation of high-cost credit services.

“ We felt powerless to negotiate a lower interest rate. It felt like kidnapping.”
- High-cost credit user

Saving for Their Futures

Fernando, a New Canadian, attended a StartSmart workshop during Education Savings Week. He learned about the benefits of the Canada Learning Bond and opening an RESP. Within two weeks of the workshop, Fernando successfully made and attended an appointment with his bank, and opened RESPs for his two children. He is very excited that his children will now have savings to help them go to university.

845 opened through partner organizations; 116 RESPs opened through Momentum

With Momentum employees as the authors, and local illustrator Mary Sanche creating the images, we published a children's book titled "Does a Bear Work There?" The book promotes RESPs, and the possibilities they create for a child's future.

Learn, Earn, Save and Thrive

Your partnership with Momentum empowers participants to *learn* to manage their money, start a business or get a better job so that they can *earn* a better income. Our participants also build skills that allow them to *save* for the future and be more resilient during rainy days, in order to fully *thrive*.

Start a Business



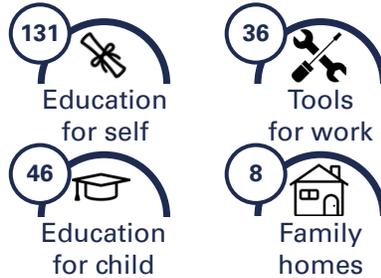
Types of businesses launched:



Manage and Save Money



These assets include:



Get a Better Job



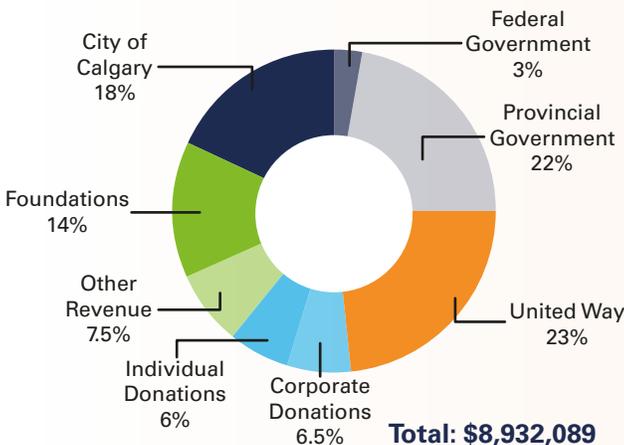
Additional employment:



Finances

We offer a heartfelt thank you to our donors and financial partners who support Calgarians on low incomes as they learn, earn, save and thrive. A list can be found at momentum.org/partners. Audited financial statements are also at our website.

Revenue for 2017



Momentum's financial health remains strong. In 2017:

- Our revenue grew by 11%, allowing us to increase our impact
- 64% of our funding was multi-year, giving us the security to plan ahead
- We topped-up our sustainability fund to reach our current target—three months of operating funding to ensure we can handle the unexpected.

A good financial position allows us to dream, design and deliver the programs and services our community needs to create a thriving local economy for all. We have much more planned for 2018 and beyond. Consider joining us!



Momentum is a change-making organization that combines social and economic strategies to reduce poverty. We use a holistic approach that covers financial literacy, entrepreneurship and skills training, plus developing communication skills, and building self-confidence. At Momentum, everything we do is grounded in a community economic development model, which means we work with individuals, businesses and systems to build a more inclusive local economy. www.momentum.org