



momentum

Learn › Earn › Save › **THRIVE**

2018 in Review

*Introduction by Nicole Bradford,
Momentum Participant and Owner of Awakening the Village*

As a Momentum program graduate, I feel moved and honoured to be writing this introduction to Momentum's Annual Report.

Staff at Momentum heard me speak in their Self Employment class, saw my online promotional writing for my startup, Awakening the Village, and asked if I would contribute my voice here.

Other Momentum community members have been involved in the production of this report as well. Two Participant Ambassadors provided design support and three entrepreneurs took part in a conversation to share their experiences of being business owners.

New this year are audio segments, which show how Momentum is taking new steps to understand and practice the oral traditions of the Indigenous People upon whose cultural lands we live. As we strive to find ever more meaningful and beneficial coexistence, Momentum gives me hope.

Momentum is certainly helping me, and many others, to build on our strengths, engage the community, and meet the future with hope and confidence.

It is with great enthusiasm that I hereby introduce you to Momentum's 2018 Annual Report.



Hear more about the Oral Tradition from Buddie Dixon, Momentum's Indigenous Engagement Coordinator, at momentum.org/AR2018

Our Impact

Graphic by Caleb Skinner, Momentum Alumnus and Owner of Focus Window Cleaning

77%



of participants increased their income or savings.

91%



of participants reported being more hopeful about their future.

95%



of participants developed supportive connections and/or expanded their community networks.

Start a Business



Listen in on the conversation at momentum.org/AR2018

We know entrepreneurship can be an effective way to build a livelihood. But why is owning a business important to our participants?



Entrepreneurship is to be a part of something beneficial in your community.

- Pansie Hudson, Hudson Spirit Cake

It allows me the freedom to follow my dream in helping people be empowered.

- Surya Krishna, Surya Krishna Energetics



Launching my business allowed me to put my health first and even have a career in the first place.

- Parisa Jiwa, Calgary Legal Coaching



Manage and Save Money

In response to a need for a more personalized approach to money management, we launched one-on-one financial coaching services for participants who felt they needed extra assistance after completing their program at Momentum.

Eighty-three participants took part in Financial Coaching, many of whom named 'getting out of debt' as their financial goal. So far, participants report feeling consistently more hopeful and confident about their finances after their coaching sessions.



I just needed some control over my life. I needed to regain that control over my finances.

- Susan
Momentum Participant



Get a Good Job

In November, with engaging our community in mind, our Skills Training team hosted its first ever Alumni celebration event, inviting all trades alumni since the program began in 1991.

Over 150 people came together for this celebration, with some attendees having graduated our programs up to 14 years ago. Our building was full of networking, engaging conversation, heart-felt speeches and, of course, photo booth group selfies.

The night was highlighted by a presentation of five scholarships to recent graduates from the Automotive, Pipefitting, and Carpentry programs. We wish all of our alumni success and are planning another celebration in 2020.

Our Impact in 2018

Total Reach



We worked directly with **2495** participants



and trained **103** organizations to deliver our programs



reaching an additional

3958 participants who now have the skills to make an impact in their life and in their community.

Skills



91 participants trained for a new career in the trades



and were given work experience at **36** local employers.



Job Boost

provided 29 loans worth **\$80,704** to help people get better jobs.

Financial Empowerment



Savers earned **\$313,000** in matched savings



and went on to purchase **267** assets



including:

Education for self
Education for a child
Tools for work
and 10 family homes.

Business Development



Participants launched **62** businesses.



73 microloans created **117** new jobs.



Types of businesses:

Art, Cleaning, Beauty, Indigenous Clothing, Food, Marriage Officiant, etc.

Aspire

This year the Financial Empowerment Collaborative rebranded to become Aspire. Aspire plays a key role in Calgary's Enough for All poverty reduction strategy, with the goal of seeing all Calgarians with sufficient income and assets needed to thrive.

In 2018, Aspire worked with more than 30 partners in Calgary's non-profit, private, government and education sectors. These partners offered over 50 financial empowerment programs, which supported 8,834 participants to reduce debt, grow savings and build their assets.

View Aspire's Year in Review at momentum.org/aspire

Public Policy

Policy work often takes patience as change can take time. In 2018 we celebrated some major wins that were the result of years of hard work by our Public Policy team, our community, and our participants:

- Asset limits for Income Support and AISH recipients were raised and benefits indexed to inflation.
- The Community Economic Development Corporation Tax Credit program created a new opportunity for Albertans to invest in their community.
- City Council voted in favour of a social procurement pilot for the City of Calgary.



Over \$10 million in interest saved by customers in 2017 as a result of changes to payday lending rules.

Source: Government of Alberta

Thrive

Thrive's work is all about building the capacity of Calgary community groups and businesses to increase social impact. The lack of support for social enterprises in Alberta sparked a partnership with Hollyhock, a leadership institute based in B.C., and the Social Enterprise Fund to host the first ever Social Venture Institute in Alberta.

This event brought 46 socially-minded entrepreneurs from across Alberta to the Banff Centre to build their networks and collaborate on solving the real business challenges they face.

I had many personal 'aha moments' both about my business and my leadership style.

- Stephanie Jackman
Founder and Board Chair, REAP Business Association

131

participants saved **\$136,132** from their tax returns with the Tax Time Savings program.



Growing with our Community

Community Partners

Momentum worked with

256 organizations in our community.

69 of which were new partners.

Alumni Engagement

24 participant ambassadors contributed to

6 strategic projects.

234 alumni volunteer hours. That's **30** full work days!

Indigenous Engagement

We hosted

6

Indigenous learning opportunities.

We committed to

6

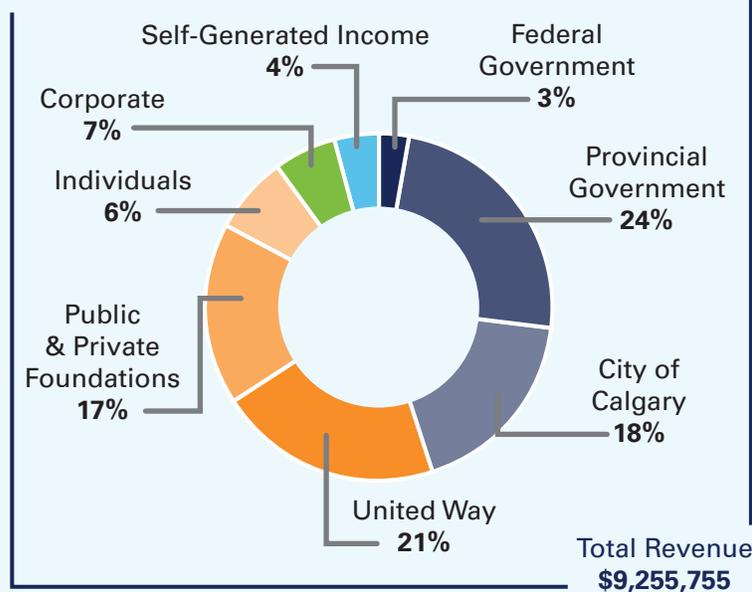
Truth and Reconciliation Calls to Action.



Hear about this work from Buddie Dixon, our Indigenous Engagement Coordinator, at momentum.org/AR2018

Finances

Revenue for 2018



Insights

- Momentum's financial health remains strong, with revenue up 3.6% over 2017.
- Our largest area of growth year over year was money coming from foundations.
- We are grateful that funds from the community continue to remain stable year over year.
- In line with our five year strategic map, our surplus funds were added to our capital fund. This will enable us to move into a larger space to continue growing our impact.

As partners and investors, you are an integral part of the work we do. Your generosity means we can continue to support Calgarians in their journey to contribute to their community in a meaningful way. Thank you!

Audited financial statements are available at momentum.org/finances2018

A full list of our investors can be found at momentum.org/financialpartners2018

About Momentum

Momentum is a Calgary-based 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 personal skills such as communication and 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 economy.

We respect those who came before us and acknowledge that we operate on Treaty 7 land—home to the Kainai, Piikani, Siksika, Tsuu T'ina, Stoney-Nakoda and Métis Nation of Alberta - Region 3.

www.momentum.org



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