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24

ANNUAL REPORT

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OUR TEAM



MATTHEW 'GUS' GUSUL

Outgoing Executive Director &
Partnership Enhancement Facilitator



SUZANNA BRYTAN

Office Manager & Community
Engagement Specialist



LINDEE GOLDEN

Social Geographer & Digital Storyteller



KILEE WINTERFORD-NADEAU

Artist



JANINE ISAAC

Social Geographer & Digital Storyteller



MARLENE MULDER

Research Consultant



CAROL VAN DER VELDE

Bookkeeper



EUNICE ADEKOLA

Incoming Executive Director &
Partnership Enhancement Facilitator

OUTGOING EXECUTIVE DIRECTOR'S REPORT

As I prepare to transition from my role as the Executive Director and Partnership Enhancement Facilitator at M.A.P.S. Alberta Capital Region, I am filled with gratitude for the incredible journey I have experienced with this organization and our community partners. This year has been marked by inspiring collaborations, meaningful research, and a shared commitment to making a difference.

One of the highlights of 2024 was the community-based research project we undertook with the Action Alliance for Youth Inclusion (AAYI) on youth encampments in the City of Edmonton. I want to express my deepest gratitude to the researchers who carried out this essential work and to our research partner, MacEwan University, as represented by Dr. Cynthia Puddu. Special thanks go to Jerry McFeeters, whose expertise and lived experience were instrumental in connecting with youth living in encampments. Jerry's contributions were invaluable, as were the ongoing efforts of the member organizations of AAYI. Your dedication to frontline care and willingness to work on this project have been nothing short of inspiring. I also want to thank Matt Cardinal, Yusi Hunter, Alison Thomas, and Japkaran Saroya for their coordination and research efforts, which were critical to the project's success. A special thanks also goes to Marlene Mulder for her help in completing a final version of the project and to Rachel Putt and Rebecca Visscher from the City of Edmonton for their guidance and support.

Another remarkable milestone this year was the outstanding work of the Edmonton Capacity Building Organization Network (ECBON) and the events we hosted on October 1st and 3rd. I am deeply grateful to everyone who contributed to this work, including Gemma Dunn, Liana Urichuk, Barhet Woldemariam, Sheila Hallett, David Feldman, Line Perron, Heather Boonstra, Karen Edwards, Jan Fox, Vanessa Zembal, Susan Morrissey, Diana Cretu, Erick Amptman, and Eric VanSpronsen. The collaboration demonstrated by this group was exceptional and highlights the strength of our collective efforts.

I also want to express my profound gratitude to the board of M.A.P.S. Alberta Capital Region for their unwavering support and guidance throughout my tenure. I want to acknowledge our Board President and Founder, Deborah Morrison, whose visionary leadership and commitment to this organization have been a constant source of inspiration. Deborah's passion and dedication have been integral to M.A.P.S.' success and its ability to positively impact the community.

Finally, I want to extend my heartfelt thanks to the community for welcoming me so warmly. Over the years, I have had the privilege of meeting so many incredible people, and I have learned so much from each of you. It has been an honor to serve and collaborate with such an amazing group of individuals and organizations. This includes our funders from the Family and Community Support Services which funds M.A.P.S.

As I step away from this role, I do so with confidence in the future of M.A.P.S. Alberta Capital Region under the capable leadership of Eunice Adekola. I look forward to seeing how this organization continues to thrive and make a difference in the lives of those it serves.

With gratitude and best wishes,




MATTHEW "GUS" GUSUL

OUTGOING EXECUTIVE DIRECTOR &
PARTNERSHIP ENHANCEMENT FACILITATOR

INCOMING EXECUTIVE DIRECTOR'S REPORT

Greetings to all those who walk this path with us, our trusted partners, stakeholders, and supporters.

As I reflect on 2024 in my role as Incoming Executive Director and Partnership Enhancement Facilitator at M.A.P.S. Alberta Capital Region, I do so with deep appreciation, humility, and optimism.

Stepping into this role in late 2024, I inherited a strong foundation built over nearly two decades of visionary leadership, dedicated partnerships, and meaningful impact. I am especially grateful for the work of Matthew “Gus” Gusul over the past few years and the significant achievements he made on behalf of this organization. His dedication and collaborative spirit have left a lasting mark on M.A.P.S., and I step into this role with deep respect for the legacy his work has helped shape.

As a new Executive Director, I made it a priority to listen carefully and deeply. Through consultations with partners, participation at collaborative tables, and conversations with individuals with lived and living experience, I’ve sought to understand how M.A.P.S. can continue to offer value, respond to change, and strengthen our partnerships.

This past year has been one of both continuity and transition honouring a legacy of excellence while beginning to shape new directions as M.A.P.S. responds to the evolving needs of our communities. At the same time, I’ve been privileged to offer leadership in key areas supporting the organization’s evolution while ensuring continued excellence in what we do best: community mapping, collaborative planning, and knowledge mobilization.

As we prepare for 2025 and beyond, I'm excited by the opportunities ahead to deepen our impact and adapt to shifting community needs. Our focus will remain on:

- Strengthening partnerships across sectors and systems
- Elevating lived and living experience as a core source of expertise
- Investing in innovation in data visualization, mapping, and storytelling
- Building internal capacity to support sustainable, community-informed work

I am incredibly grateful to the staff at M.A.P.S. for their tireless dedication, to our Board for their steady guidance, and to all our partners for trusting us to support their important work. M.A.P.S. is more than a data and research organization it is a catalyst for connection, reflection, and systems change.

Thank you for being part of this journey. I look forward to all we will accomplish together in the year ahead.

Warm regards,



Eunice Adekola
EUNICE ADEKOLA

INCOMING EXECUTIVE DIRECTOR &
PARTNERSHIP ENHANCEMENT FACILITATOR

**M.A.P.S.’
FORWARD
LOOKING
PLAN
2024-27**

The M.A.P.S. Forward Looking Plan 2024-27, as seen on the following three pages, represents an exciting and pivotal moment in our organization's journey. This plan was developed with a clear understanding that M.A.P.S. Alberta Capital Region would soon welcome new leadership at the Executive Director level. It reflects the collective vision, mission, and goals of the organization, designed to guide us in fostering stronger collaborations and achieving meaningful social change.

The bulk of the planning occurred on Saturday, April 13, 2024, during a retreat at Deborah Morrison's acreage, where the board and Executive Director came together to shape the future of M.A.P.S. Through thoughtful discussion and collaboration, we envisioned M.A.P.S.' future direction, crafting a renewed vision, mission, goals, and strategies. This foundational work served as the backbone of the plan.

Following this retreat, the M.A.P.S. staff and Executive Director continued the process, building out the specific activities and expected outcomes necessary to bring the plan to life. These activities are designed to ensure that our work remains responsive to the needs of our partners and the community we serve. The board formally adopted the plan during a meeting on April 18, 2024, marking a unified commitment to our shared future.

We are thrilled to have Eunice Adekola take the helm and lead the implementation of this plan. Her leadership will ensure that M.A.P.S. continues its tradition of excellence and remains a trusted partner in building strong, resilient communities. We are confident that this plan will guide M.A.P.S. toward a future filled with collaboration, innovation, and meaningful impact.

M.A.P.S. ALBERTA CAPITAL REGION

Forward Looking Plan 2024-2027



VISION

Healthy and strong communities for children, youth, adults, seniors, and families.



STATEMENT OF NEED

Based on our work in the community, we know that families and individuals are requesting a more cohesive response from service providers.

Human service providers do not often have the time, resources, ability, and/or capacity to conduct a deeper analysis of the population they serve or to facilitate collaborative planning initiatives.

Many human service providers and community groups are requesting support in achieving their vision. While they have passion, they may lack capacity to facilitate collaborative planning. They are often not able to access the range of data and information which would assist their work.



HEALTHY & STRONG COMMUNITY CHARACTERISTICS

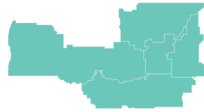
- Caring relationships
- Respect for a diversity of perspectives
- People feeling that they belong
- People participating in their community
- Safe and nurturing
- Strength in the face of adversity
- Positive relationships among community service providers
- Cohesive human services



STRATEGIES

M.A.P.S. will use a multi-pronged approach in assisting human service providers to plan more effectively together.

- Facilitating collaborative planning
- Making maps and creating customized community profiles
- Engaging in collaborative community planning processes as requested
- Engaging in community-based and community-led research towards social change
- Improving access to social demographic information
- Translating community knowledge to inform, educate, and inspire change
- Using prototyping and other tools to support social change
- Advocating for lived/living experience, as it is fundamental in community planning processes and decision making



M.A.P.S.
ALBERTA CAPITAL REGION

ACTIVITIES

Forward Looking Plan 2024-2027



- Facilitate the community mapping and planning process with partnership groups
- Create maps with existing partnership groups engaged in collaborative planning
- Update our technology so that our maps can be more interactive and accessible

CREATING MAPS AND CUSTOMIZED COMMUNITY PROFILES

- Host annual showcase to share exceptional work in collaborative planning and effective partnership
- Create Map-Up Newsletters to update the community about current projects and research outputs
- Share our learnings and knowledge on community mapping and engagement processes as an invited guest at collaborative tables, community events, and select meetings

TRANSLATING COMMUNITY KNOWLEDGE TO INFORM, EDUCATE, AND INSPIRE CHANGE

- Work with collaborative tables to conduct research projects that work towards solutions for social problems
- Amplify the voice of community to show the reality around needed supports in the community's social safety net

ENGAGING IN COMMUNITY-BASED AND COMMUNITY-LED RESEARCH TOWARDS SOCIAL CHANGE

IMPROVING ACCESS TO SOCIAL DEMOGRAPHIC INFORMATION

- Update census maps as data becomes available
- Continue to update the Edmonton Social Atlas and Regional Social Atlas
- Maintain M.A.P.S.' website to ensure our interactive dashboards and other maps/datasets are updated for community members
- Continue to further develop social vulnerability index and work with community to use the information to create positive social change

- Ensure that individuals with lived/living experience voices are present in community-based and community-led research projects
- Advocate for lived/living experience voices to be involved in collaborative work and present at decision making tables
- Provide leadership in mentoring other researchers and community groups in involving lived/living experience voices in their processes

ADVOCATING FOR LIVED/LIVING EXPERIENCE, AS IT IS FUNDAMENTAL IN COMMUNITY PLANNING PROCESSES

FACILITATE COLLABORATIVE PLANNING

- Design and facilitate collaborative planning processes as requested
- Provide workshops in how to develop and maintain effective partnerships and related topics as requested
- Create new and innovative methods of engaging residents in community mapping and planning

ENGAGING IN COMMUNITY PLANNING PROCESSES

- Work with community groups, social service organizations, and collaborative tables to assist them in creating pathways to integrate/coordinate services and create frameworks for community mapping processes
- Engage with collaborative groups to enhance their abilities to work together and plan their activities

USING PROTOTYPING AND OTHER TOOLS TO SUPPORT SOCIAL CHANGE

- Involve community members and social service agencies to create programming that initiates solutions for children, youth, adults, seniors, and families needing support
- Seek out evidence-based methods in other communities that can help contribute to solutions in the Edmonton community



EXPECTED OUTCOMES

Forward Looking Plan 2024-2027

- M.A.P.S.' partners have implemented strategies for greater collaboration at local and regional levels
- Social service agencies and community members have an increased understanding of gaps in services to children, youth, adults, seniors, and families
- M.A.P.S.' partners' relationships and collaborative tables are strengthened
- Social service agencies and community members engage in increased joint planning at local and regional levels
- Increased effectiveness in responding to needs of children, youth, adults, seniors, and families

**MID
TERM**

**LONG
TERM**

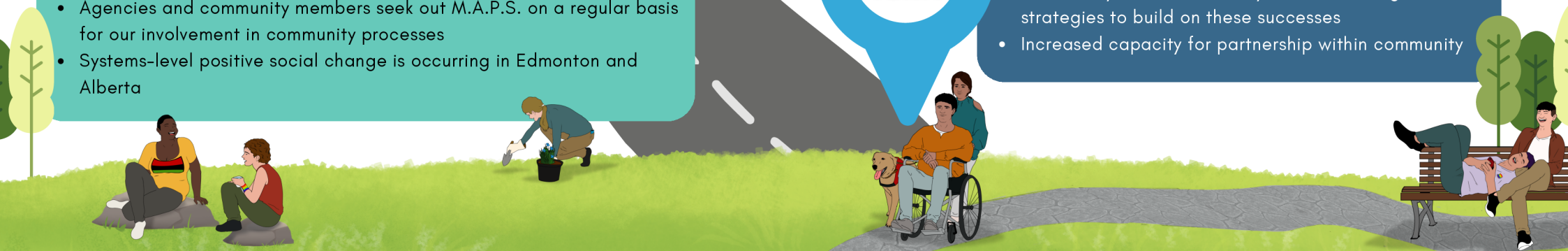
- Children, youth, adults, seniors, and families have enhanced access to services to improve their lives and achieve social justice

INDICATORS OF SUCCESS

- Social service agencies report they are more informed about their community of interest
- Joint planning initiatives are occurring regularly
- Social service agencies and community members report that they have an increased understanding of gaps in services
- Agencies and community members seek out M.A.P.S. on a regular basis for our involvement in community processes
- Systems-level positive social change is occurring in Edmonton and Alberta

**SHORT
TERM**

- Social service agencies and community members are more informed about their communities
- Community groups and social service agencies identify opportunities and courses of action for greater collaboration
- Community members and human service organizations identify barriers to greater collaboration and strategies to address them
- Social Service agencies and community members identify gaps in service and strategies to address them
- Community members identify what is working well and strategies to build on these successes
- Increased capacity for partnership within community



The background is a solid teal color. In the top right corner, there is a large, light teal abstract shape. In the bottom left corner, there is a smaller, darker teal abstract shape. Two horizontal teal lines are positioned above and below the main text.

COMMUNITY MAPPING & COLLABORATIVE PLANNING

Edmonton Capacity Building Organization Network (ECBON)

The Edmonton Capacity Building Organization Network (ECBON) is a collective of organizations dedicated to enhancing the capacity of social-serving agencies across Edmonton. This network began coming together at the start of 2023, with an initial focus on building relationships and understanding one another's work. Through these discussions, we identified our shared identity: each of our organizations exists to strengthen and support the capacity of community-serving agencies. This shared focus led us to define ECBON as a network of organizations that build upon the strengths of those serving the community.

From these initial discussions, the concept map on the following two pages was developed to illustrate the commonalities and interconnected purposes of the group. This concept map was presented to the community during public sessions on October 1 and 3, where we sought valuable feedback. The insights gained during these sessions are now being incorporated into the future direction of ECBON.

While M.A.P.S. initially convened this network and played a key role in its development, we are pleased to pass the leadership to the Edmonton Chamber of Voluntary Organizations (ECVO). We are confident that under ECVO's guidance, ECBON will continue to thrive and amplify its impact on the community.

ECBON: EDMONTON CAPACITY BUILDING ORGANIZATIONS NETWORK

WHY WE GATHER

To learn from and build trusted relationships with fellow capacity-building colleagues, so we can best serve communities and the social support organizations we partner with.

People with Lived/Living Experience, Community Members, Service Users, Program Participants, Representatives of Community Groups (e.g., Indigenous Communities, Youth, Seniors, and Ethnocultural Communities), Representatives from Social Support Agencies

KNOWLEDGE HOLDERS

Data held in administrative datasets by Governments (e.g., Statistics Canada), Community Agencies (e.g., 211), and Public Service Agencies (e.g., Alberta Health Services)

COMMUNITY DATA

CONTACTING & CONNECTING

Establishing community partnerships, learning about local context, and identifying local knowledge resources

COMMUNITY ACTION

Mobilizing communities, their representatives, and their stakeholders to drive change on specific issues

Strategic Plan and Strategy Development and Improvement

Policy Development or Improvement

Advocacy for Evidence-Informed Decisions

Program and Practice Development or Improvement

Evaluation and Monitoring to Assess Impact of Knowledge Mobilization Efforts

Oral History Interviews, Story Telling Sessions, Journey Mapping, Ethnographic Research

Surveys, Interviews, Focus Groups, Sharing Circles, PhotoVoice, Field Observations

Spreadsheets, Databases, Linked Datasets

Environmental Scans, Literature Reviews, Jurisdictional Reviews

Participatory Workshops, Community Forums, Popular Theatre, Mural Projects, Graphic Recordings, Crafting

KNOWLEDGE GATHERING

Collecting, synthesizing, and organizing community knowledge through a systematic process

KNOWLEDGE CO-CREATION

Creating knowledge through community sense-making activities that engage diverse perspectives and expertise

KNOWLEDGE MOBILIZATION

Making community knowledge accessible, understandable, and applicable to inform decisions and actions

AWARENESS - AUDIO & VISUAL

Videos, Infographics, Digital Storytelling, Podcasts, Interviews, Webinars and Other Presentations, Conferences

AWARENESS - WRITTEN

Research and Policy Reports, Summaries/Briefs, Fact Sheets, Newsletters, Press Releases, Blog Posts, and Other Website Content

CAPACITY BUILDING

Trainings, Workshops, Guidebooks, Toolkits, Worksheets

OUR ANCHORS

- Rooted in relationships
- Committed to reciprocity
- Responsive to community
- Impactful through collaborative action

WHO WE ARE

Mission: The Centre for Race and Culture has brought together diverse people with an interest in promoting and supporting individual, collective, and systemic change to address racism and discrimination and encourage intercultural understanding.



Mission: We create innovative partnerships with community, government, funding, and university partners to generate new knowledge, enhance capacity, and shape practices and policies that impact the well-being of children, youth, and families.



Community-University
Partnership

Mission: The Edmonton Chamber of Voluntary Organizations helps organizations build and sustain their volunteer programs and services through resources, networking, and skill development opportunities.



Edmonton Chamber of
Voluntary Organizations

Mission: We improve outcomes for older adults through systems-level planning: we bring people, information, and ideas together to build collaborative approaches to services, supports, and circumstances affecting older adults.



EDMONTON
SENIORS
COORDINATING
COUNCIL

Mission: Through rigorous research, detailed analysis, and community engagement, we deepen community understanding of social planning issues, influence policy, and spark collaborative actions that lead to positive social change.



edmonton
SOCIAL PLANNING COUNCIL

Mission: Our programs focus on community outreach, creating affirming spaces, and educational advancement specifically for the 2SLGBTQ+ community through our educational programs, research, advocacy and scholarship opportunities.



FYREFLY
INSTITUTE FOR GENDER
AND SEXUAL DIVERSITY

Mission: To inform, identify, and promote effective social policy and practice to improve the well-being of children, youth, families, and communities.



PolicyWise
for Children & Families

Mission: To strengthen community safety in our city and region through innovative ideas, building relationships, and inspiring action.



REACH
EDMONTON
Connect the Safe Communities

Mission: We empower workforces and communities with the knowledge and strategies they need to ignite compassionate change where they live, work, and play.



Imagine
INSTITUTE FOR
LEARNING

Mission: M.A.P.S. (Mapping and Planning Support) Alberta Capital Region, supports Local Area Networks of human service providers in planning together by creating maps and assisting with their use within the planning process.



M.A.P.S.
ALBERTA CAPITAL REGION

SAGE Community Animator Project

The SAGE Community Animator Project, led by the Seniors Association of Greater Edmonton (SAGE), is a shining example of a grassroots initiative designed to foster health and connectedness among seniors. This program employs five Community Animators, each dedicated to a specific region within Edmonton: the city's four quadrants and the downtown area centered around SAGE's location on Sir Winston Churchill Square.

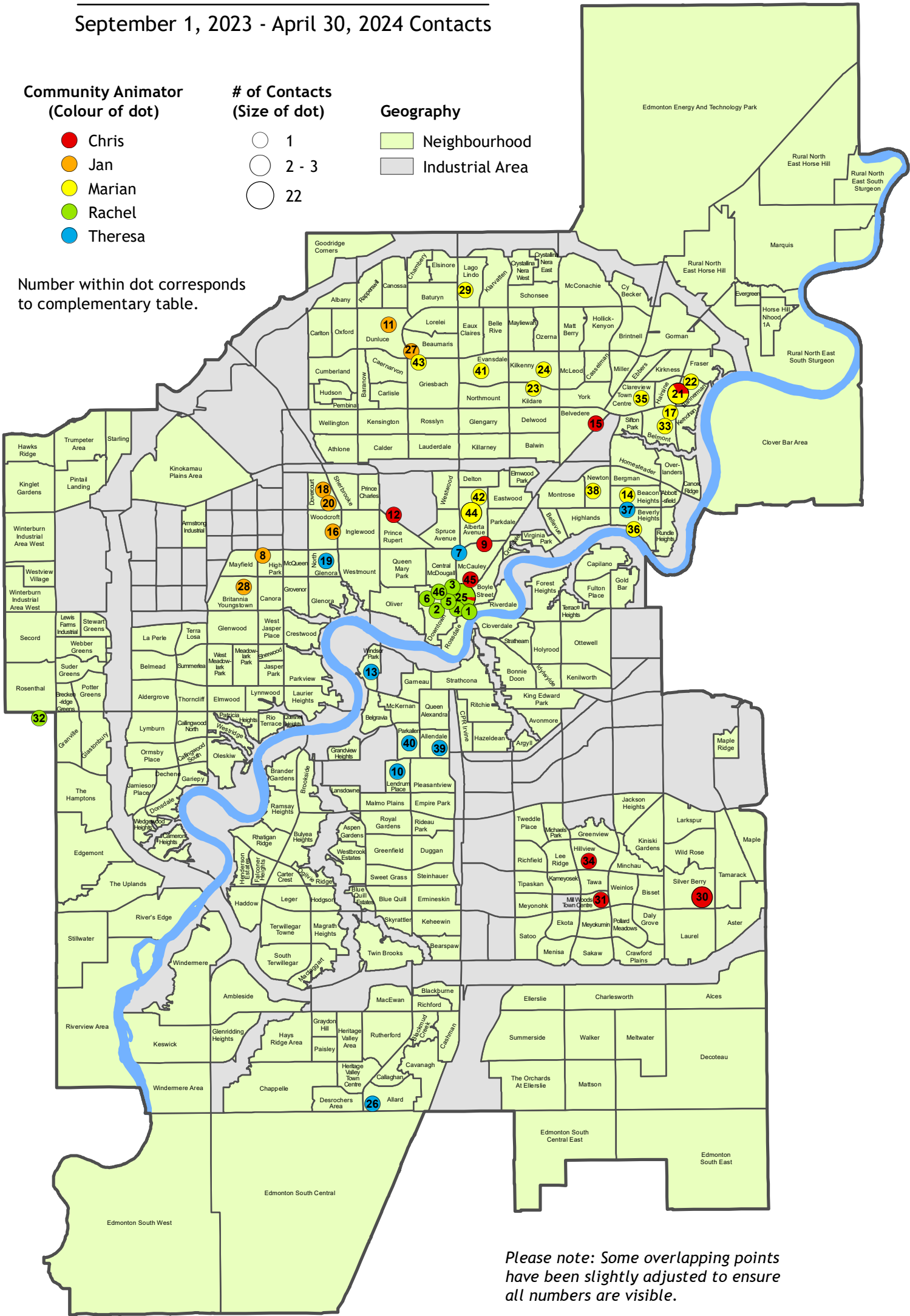
Each Community Animator works closely with seniors to create and support small, meaningful community activities. These activities are tailored to promote health, build relationships, and strengthen community connections. From fitness and wellness sessions to hobby groups and social events, the animators empower seniors to take an active role in their communities, reducing isolation and fostering a sense of belonging.

M.A.P.S. began tracking this program's progress from its inception in 2023, monitoring its development until April 30, 2024, and then again during the summer of 2024 to evaluate its continued growth. What we observed was nothing short of remarkable. The program experienced rapid growth, demonstrating its scalability and adaptability. From our perspective, the SAGE Community Animator model is not only effective but also replicable in any community, with any demographic, around the world. It is a low-cost program that requires only the animators themselves, making it an accessible solution for community agencies seeking to build connections and foster engagement.

This section introduces two maps that illustrate the growth of the Community Animator Program over time. These maps highlight the expanding reach and impact of this initiative, showcasing how a simple yet powerful model can create meaningful change in the lives of seniors.

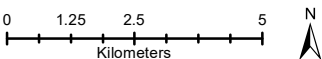
SAGE: Community Animators Project

September 1, 2023 - April 30, 2024 Contacts



Please note: Some overlapping points have been slightly adjusted to ensure all numbers are visible.

Data Sources: Program Data provided by SAGE, Community Animators Project, 2024. Spatial data provided by the City of Edmonton, Open Data Portal 2024 and DMT1 Spatal. Map Name: SAGE_CommAnimators_Sep23ToApr24_1124



This map was created for the purposes of collaborative planning. The information presented in the map is accurate to the best of our knowledge using the data available. We accept no liability for the use or misuse of this information.

M.A.P.S. Alberta Capital Region 11/2024

SAGE: Community Animators Project

May 1, 2024 - September 30, 2024 Contacts

Community Animator
(Colour of dot)

- Chris
- Jan
- Marian
- Rachel
- Theresa

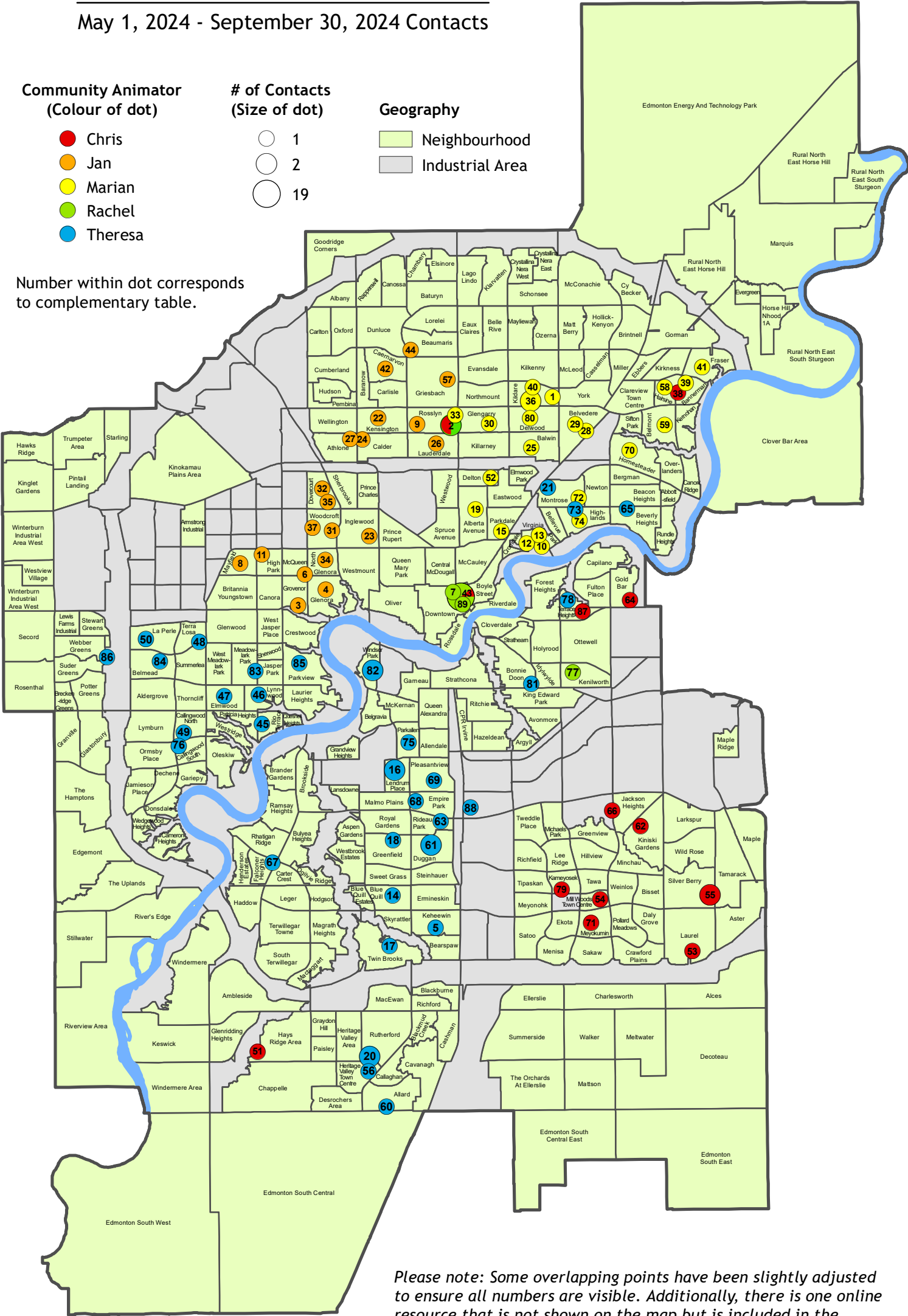
of Contacts
(Size of dot)

- 1
- 2
- 19

Geography

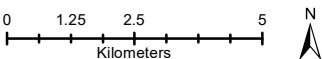
- Neighbourhood
- Industrial Area

Number within dot corresponds to complementary table.



Please note: Some overlapping points have been slightly adjusted to ensure all numbers are visible. Additionally, there is one online resource that is not shown on the map but is included in the complementary table.

Data Sources: Program Data provided by SAGE, Community Animators Project, 2024. Spatial data provided by the City of Edmonton, Open Data Portal 2024 and DMT1 Spatal. Map Name: SAGE_CommAnimators_May24ToSep24_1024



This map was created for the purposes of collaborative planning. The information presented in the map is accurate to the best of our knowledge using the data available. We accept no liability for the use or misuse of this information.

Demographic Maps and Data

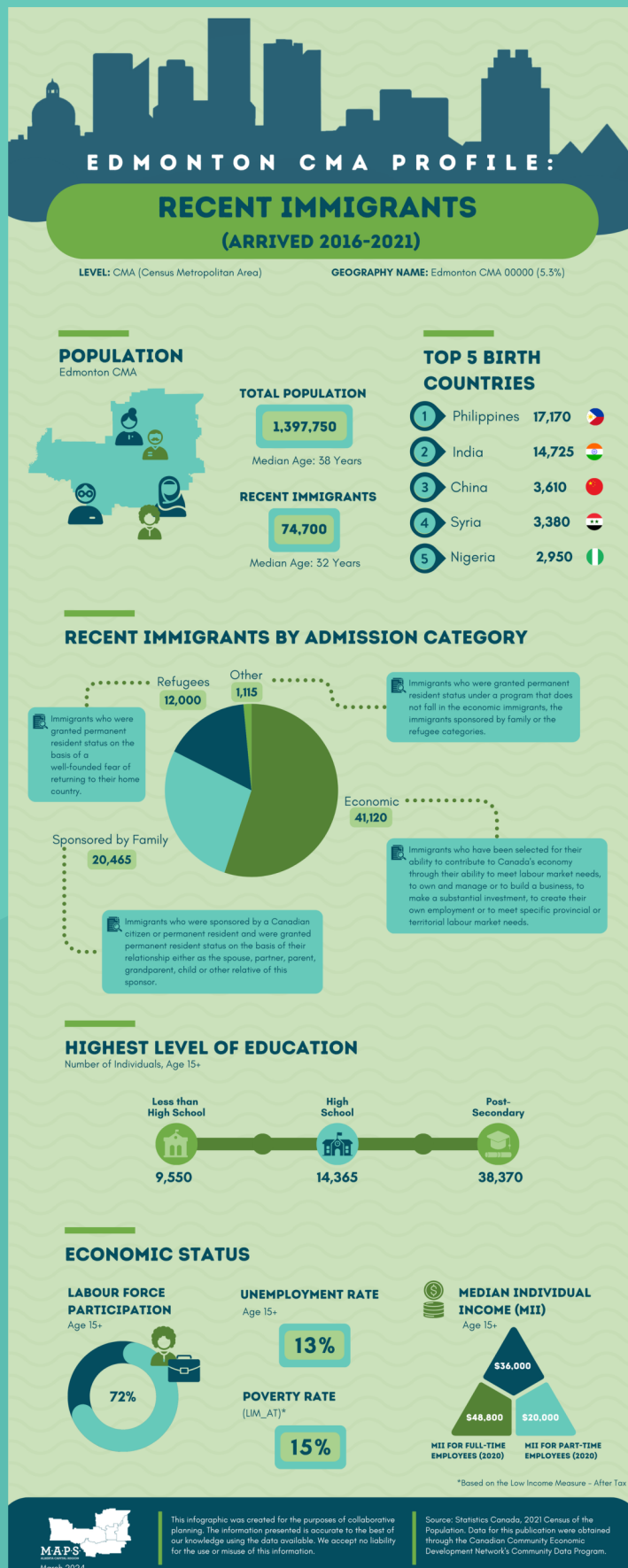
Every census cycle, we create a demographic profile of Edmonton, mapping key statistics at the Census Tract level. These maps are available on our website under Demographic and Resource Maps.

While we await the next census in 2026, we continue providing customized census outputs for organizations needing deeper insights.

The following documents illustrate some of the specialized deliverables that we create using census data,

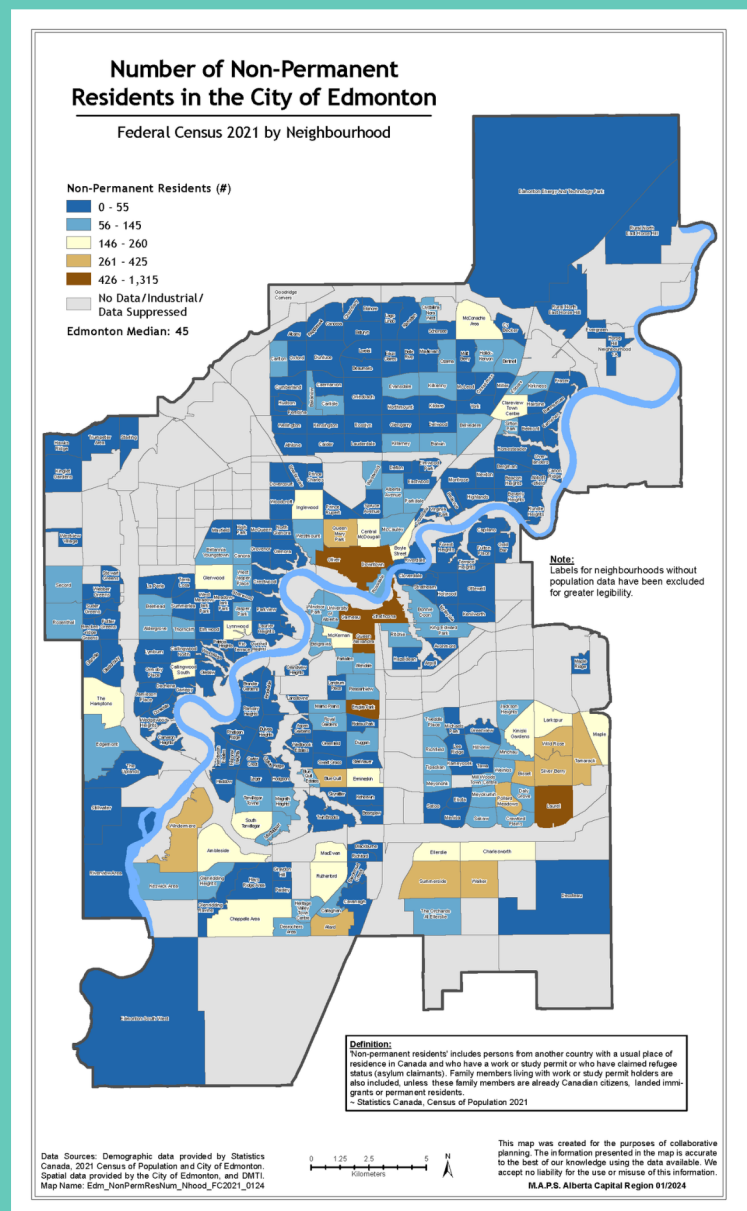
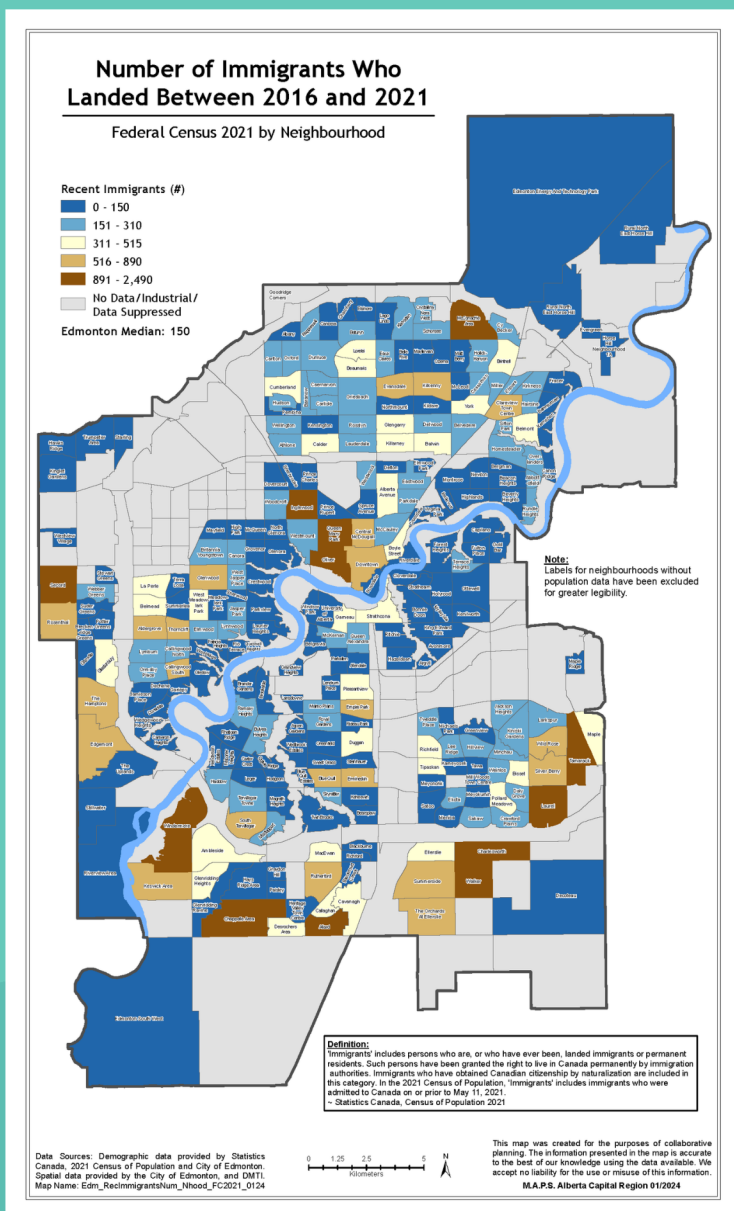
The first is an infographic. Infographics are a great way to visualize data, as they provide valuable information in an easily digestible way. This infographic highlights:

- Recent immigrant population
- Top 5 birth countries
- Recent immigrants by admission category
- Highest level of education
- And economic statistics such as labor force participation, unemployment rate, poverty rate, and median individual income



Demographic Maps and Data

Next are Immigration and Language Maps created by neighborhood. Unlike our standard profile maps, which use Census Tracts (as this data is released earlier by Statistics Canada), these maps offer a more localized perspective.



Demographic Maps and Data

Lastly, we have a PDF document detailing the Dominant Languages Spoken Most Often at Home in Edmonton Neighborhoods. This document includes all neighborhoods for which census data is available while ensuring confidentiality by excluding languages spoken by fewer than 10 individuals.

All of these documents are available on our website for viewing or download.



ABBOTTSFIELD			ALBANY			ALBERTA AVENUE		
Language	Number	Percent	Language	Number	Percent	Language	Number	Percent
English	1,270	79%	English	1,225	82%	English	4,880	80%
Somali	100	6%	Arabic	60	4%	Vietnamese	260	4%
Arabic	45	3%	Punjabi (Panjabi)	35	2%	Yue (Cantonese)	230	4%
French	25	2%	Tagalog (Filipino)	30	2%	Spanish	115	2%
S'gaw Karen	25	2%	Yue (Cantonese)	30	2%	Tagalog (Filipino)	85	1%
Tagalog (Filipino)	25	2%	Spanish	20	1%	Somali	75	1%
Swahili	20	1%	Vietnamese	20	1%	Tigrigna	60	1%
Tigrigna	15	1%	Urdu	15	1%	Arabic	55	1%
Yue (Cantonese)	15	1%	Somali	10	1%	French	50	1%
Krio	10	1%	Turkish	10	1%	Portuguese	40	1%
Kurdish	10	1%						
Spanish	10	1%						
Total Dominant Languages	1,570	98%	Total Dominant Languages	1,455	98%	Total Dominant Languages	5,850	95%
Total Nhood Response	1,605	100%	Total Nhood Response	1,485	100%	Total Nhood Response	6,130	100%

Disclaimer: Languages spoken by less than 10 speakers were removed from this analysis for confidentiality purposes.

Source: Statistics Canada - 2021 Census of Population; City of Edmonton Open Data Portal

Journey Maps and Lived Experience

M.A.P.S. continues to highlight the voice of lived experience through the creation of journey maps. In 2024, we created five journey maps, two of which are showcased below.

At M.A.P.S., we believe in the invaluable role of people with lived experience in strengthening our social service support system. Recognizing this, we have actively collaborated with the Peer Working Group—a dedicated group of individuals who have navigated their own mental health challenges and now use their experiences to support others facing similar struggles.

Initially, M.A.P.S. assisted each peer worker in creating a personal vignette—a concise and engaging snapshot of their journey, the work they do, and their impact, accompanied by their photograph. These vignettes help share their stories, promote their services, and highlight the significance of peer support in mental health and well-being.

Building on this foundation, over the past year, we co-created two extensive journey maps documenting the lived experiences of active peer workers. These maps illustrate their paths—from navigating mental health crises to finding sustainable ways to manage their well-being and, ultimately, becoming advocates and supporters for others.

By sharing these stories, we aim to foster a deeper understanding of mental health journeys, and the critical role peer support plays in building resilience and achieving wellness.

Journey Maps and Lived Experience

The integration of lived experience continues to be a powerful approach in fostering understanding and support within our communities.

At a time when perspectives on social services, immigration, addiction, and gender identity are increasingly polarized, these stories serve as bridges to greater empathy, reducing stigma and fostering a more informed and compassionate community.

This past year has reinforced the importance of centering personal narratives—not only to support individuals in their recovery but also to shift broader societal conversations toward understanding and inclusivity.



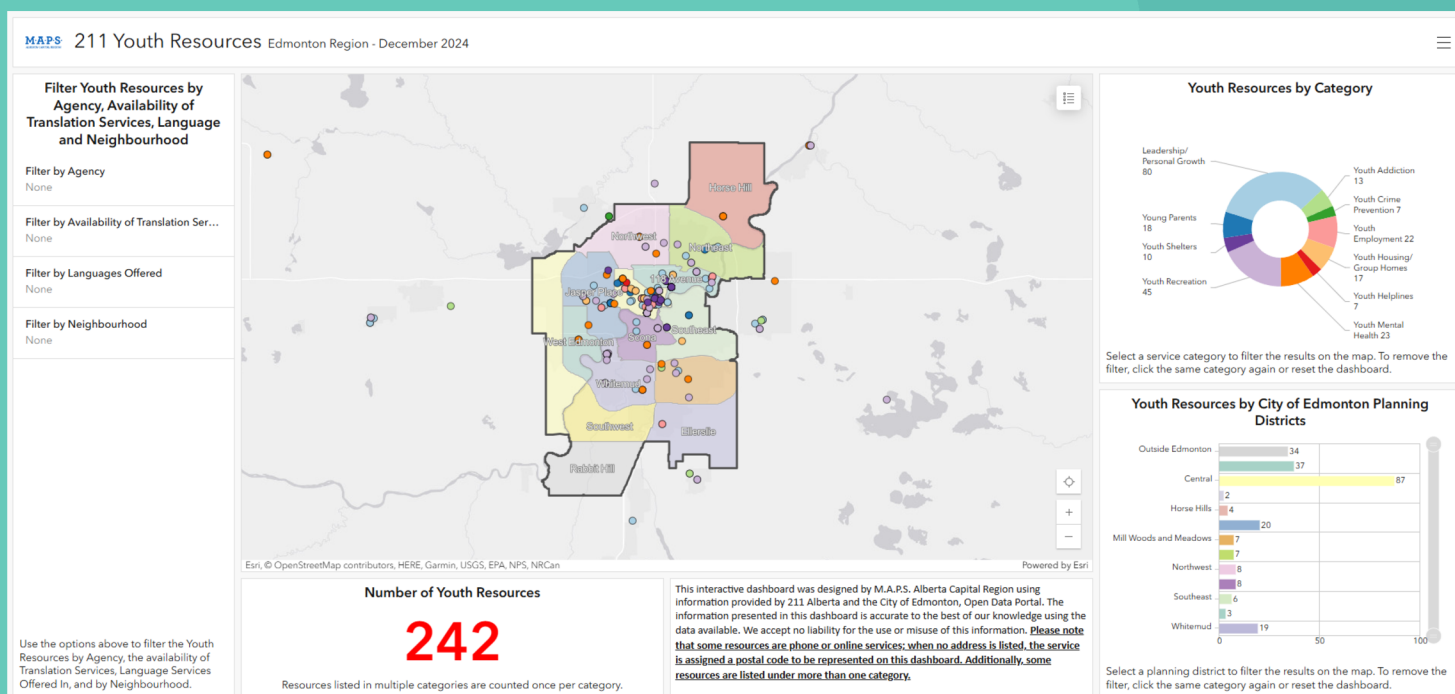
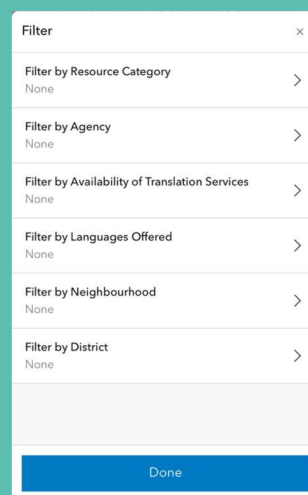
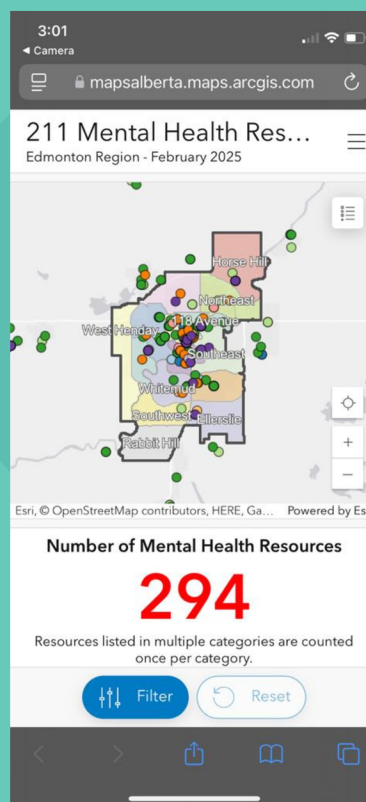
Journey Maps and Lived Experience



Dashboards and Data Visualization

This year marked significant progress in our dashboard and data visualization work. We expanded our capabilities to support more advanced, interactive features—enabling users to filter, analyze, and visualize complex datasets with ease. What once required dozens of static maps and lengthy tables can now be explored dynamically in a single, integrated platform.

We also achieved two key milestones: the development of our first French-language dashboard and the launch of a mobile-optimized dashboard, increasing both accessibility and reach. These advancements reflect our ongoing commitment to making data more intuitive, inclusive, and impactful.





KNOWLEDGE MOBILIZATION



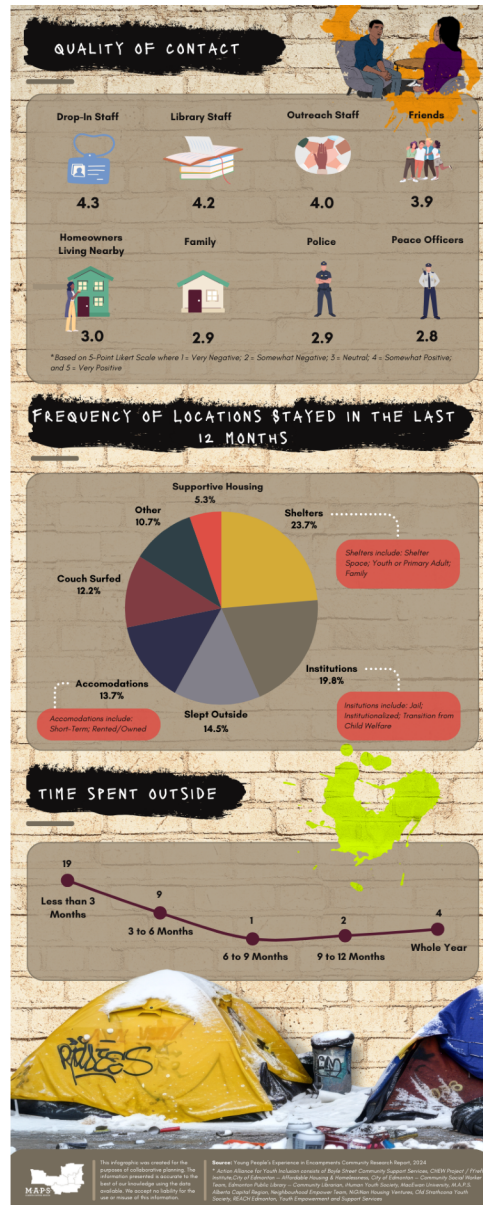
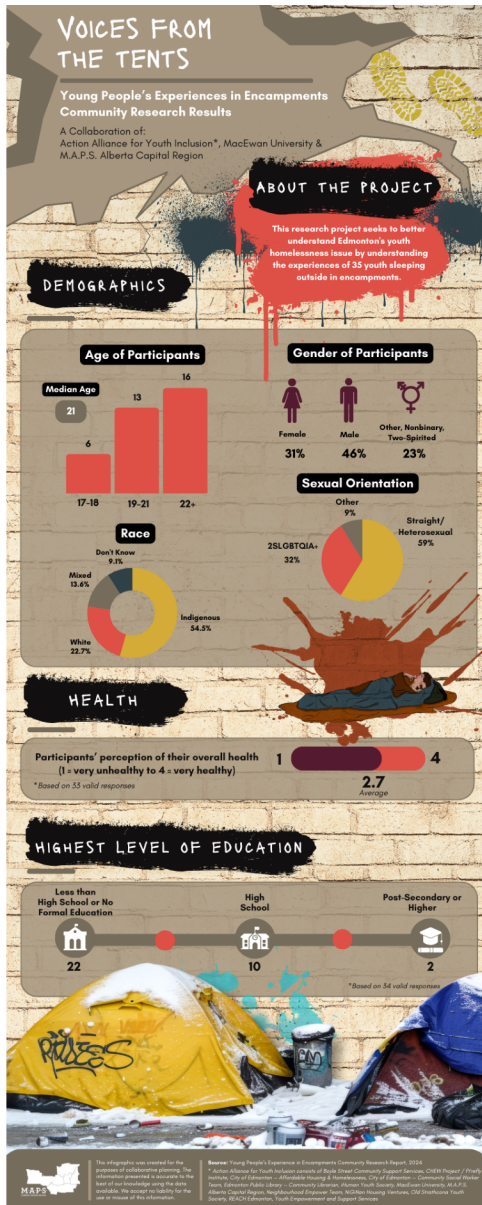
Action Alliance for Youth Inclusion (AAYI) Community-Based Research

M.A.P.S. is proud to announce the completion and publication of the community-based research project conducted with the Action Alliance for Youth Inclusion (AAYI) on youth encampments in Edmonton. This important project has produced a Journey Map, a detailed report, and an infographic, all of which are now available on our website for public access.

The findings of this research have sparked new action within AAYI. The first preliminary initiative is to develop a training program for frontline youth workers, equipping them with the knowledge and skills to better support young people who are sleeping outside or living in encampments. This is just the beginning of the work inspired by this research, and we are excited to see how these findings will drive meaningful, community-led change.



Action Alliance for Youth Inclusion (AAYI) Community-Based Research



Please visit our website at
<https://mapsab.ca/community-based-research/aayi-voices-from-the-tents/>
 to read the full report.
 Voices from the Tents: Young People's Experiences in Encampments Community Research Results

Edmonton Youth Economic Ecosystem Collaboration – Dashboard & Infographic

In 2023–24, M.A.P.S. Alberta Capital Region worked closely with the Edmonton Youth Economic Ecosystem Collaboration (EYEEC) to turn research insights into practical tools for young people to be able to access economic programming available in the City of Edmonton. The outcomes of this collaboration showcase M.A.P.S.’ commitment to making data accessible, actionable, and inclusive.

From the research conducted with EYEEC, we developed a dashboard that is not only accessible on desktop computers but, for the first time in M.A.P.S.’ history, also optimized for use on smartphones. This innovation ensures that the data and insights are available to a broader audience, including youth who often rely on mobile devices for accessing information.

To complement the dashboard, we created two tutorials: one tailored for young people to navigate and utilize the tool effectively, and another designed for adult users, ensuring accessibility for all audiences. These tutorials provide clear, step-by-step guidance to empower users to engage with the data and apply it in meaningful ways.

Additionally, we produced an infographic summarizing key findings from the collected data. This visually engaging tool is designed to convey complex information in a concise and accessible format, further supporting knowledge mobilization.

These items are not included in the report as they have not yet been publicly released.

The background is a solid teal color. In the top right corner, there is a large, light teal abstract shape. In the bottom left corner, there is a smaller, darker teal abstract shape. Two horizontal teal lines are positioned above and below the main text.

M.A.P.S. PROJECTS 2024

LOCAL AREA NETWORKS (L.A.N.)

* Indicates City of
Edmonton involvement

** Indicates City of
Edmonton initiated

Activity

Expected Outcomes

* Action Alliance for Youth Inclusion - AAYI

- Co-facilitate community-based research with youth in encampment spaces
- Sharing research results and recommendations with service providers and community
- Chairing of meetings and leading research efforts

- Inform policies on encampment response practices in the human services sector

* Castledowns Youth Collaborative

- Mapping and community-based research with partners and residents
- Sitting as an active member of the collaboration regularly attending meetings

- Changed perceptions about the behaviour of Castledowns youth

*Peer Working Group (Community Mental Health Action Plan)

- Supporting the Peer Working Group as needed
- Elevate the voice and wisdom of lived experience through the creation of two journey maps
- Sitting as an active member of the collaboration regularly attending meetings

- There will be increased access to the continuum of mental health care

**Black Francophone Working Group (ELIP)

- Developing and maintaining community profile
- Assisting with planning
- Supporting the work of the group as needed

- Identification of collaborative strategies to better meet population needs
- Increased understanding of the needs, strengths, and issues faced by this population
- Increased social inclusion and equity for black communities

*Mill Woods Cultural Diversity Collaborative

- Chairperson for collaborative group
- Supporting work of Collaborative
- Design and facilitate intercultural dialogues
- Fiscal agent for collaborative

- Increased social inclusion, connections and relationships for Mill Woods residents
- Increased awareness and support of community diversity

LOCAL AREA NETWORKS (L.A.N.)

* Indicates City of
Edmonton involvement

** Indicates City of
Edmonton initiated

*Rainbow Alliance For Youth of Edmonton

Activity

- Maintaining community profile
- Assisting with planning
- Community based research
- Fiscal agent for Collaborative

Expected Outcomes

- Increased understanding of the needs, strengths, and issues faced by this population
- Identification of collaborative strategies to better meet population needs

*Southeast Edmonton Youth Allies Collaborative

- Promote Social Norms campaign
- Mapping and community-based research with residents and partners
- Delivery of Youth Response Training

- Changed perceptions about the behaviour of Mill Woods youth
- Community partners trained in using a compassionate response to youth acting out in the community

*South West Edmonton Collaborative

- Facilitating conversations
- Updating community mapping profile
- Community-based research

- Increased awareness of needs, gaps and strengths of the social service sector within South West Edmonton

COLLABORATIVE PROJECTS

* Indicates City of
Edmonton involvement

** Indicates City of
Edmonton initiated

	Activity	Expected Outcomes
*Community Mental Health Action Plan	<ul style="list-style-type: none"> Implementing Mental Health Action plan Steering Committee member Member of the Peer Working Group; provide support as needed 	<ul style="list-style-type: none"> Long Term: <ul style="list-style-type: none"> In the mental health system, there will be more communication, coordination, and collaboration There will be increased access to the continuum of mental health care
Edmonton Capacity Building Organization Network	<ul style="list-style-type: none"> Founder and chair of this collaborative table of capacity building organizations Community Presentation of Concept Map on October 1 & 3 	<ul style="list-style-type: none"> Better understanding for social service organizations, funders, and government on how to work with capacity building organizations and their role in community Improved collaboration between capacity building organizations and a shared understanding of the different roles and areas of expertise that each organization holds
Edmonton Coalition on Housing and Homelessness	<ul style="list-style-type: none"> A member-driven coalition working to raise awareness, advocate, and educate for actions and solutions to housing and homelessness issues. Sitting as an active member of the collaboration regularly attending meetings. 	<ul style="list-style-type: none"> Vision: To have dignified, accessible, affordable, culturally-appropriate, and safe housing, in healthy communities, empowers all people in Edmonton.
Food Security Collaboration	<ul style="list-style-type: none"> Chaired by John Humphrey Centre for Peace and Human Rights Sitting as an active member of the collaboration regularly attending meetings. 	<ul style="list-style-type: none"> To tear down silos apparent in organizations and work together towards a shared goal to create access to adequate nutrition for all populations To participate in the creation of a Food System's Asset Map

COLLABORATIVE PROJECTS

* Indicates City of Edmonton involvement

** Indicates City of Edmonton initiated

	Activity	Expected Outcomes
Edmonton Youth Economic Ecosystem Collaborative	<ul style="list-style-type: none"> Advocacy group that works with youth and other stakeholders to improve economic conditions for youth in Edmonton MAPS helped EYEEC create a survey to map the variety of economic programs for youth aged 15-30 	<ul style="list-style-type: none"> MAPS is creating a dashboard containing all the programs with a communication on how to use the tool specifically for youth and employers MAPS is creating an infographic based upon the findings from the survey
*Newcomer Mapping Network	<ul style="list-style-type: none"> Creating community profile of cultural diversity by; <ul style="list-style-type: none"> plotting client postal codes of families attending programs with A4HC, ASSIST, CSS, EMCN, EISA, IFFSA, and FRAP 	<ul style="list-style-type: none"> Practitioners within the human service sector are more aware of cultural diversity and trends related to newcomers
**Providing Accessible Transit Here	<ul style="list-style-type: none"> Collaborative development and delivery of program to provide free transit passes to homeless youth and adults Chairing of meetings and liaising with City of Edmonton staff member to oversee program 	<ul style="list-style-type: none"> Increased social inclusion of homeless youth and adults because of improved transit access Currently working on a Journey Map to help educate ETS members and Transit security on working with members of the PATH program
*Race Based Data Table	<ul style="list-style-type: none"> Member of collaborative Working to promote the use of race-based data in human services 	<ul style="list-style-type: none"> Improved understanding of outcomes achieved by diverse populations
Sector Emergency Response Committee	<ul style="list-style-type: none"> A partnership between Homeward Trust, the City of Edmonton and more than 25 system and partner agencies. Sitting as an active member of the collaboration regularly attending meetings. 	<ul style="list-style-type: none"> Work together to keep our vulnerable citizens safe in a coordinated approach to share timely information and resources.

COLLABORATIVE PROJECTS

* Indicates City of Edmonton involvement

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*Youth Agency Collaboration

Activity

- Assisting with the development of a more coordinated youth support system
- Mapping program data, and processes, revisioning the sector

Expected Outcomes

- Improved coordination of social service system serving youth

Moving Beyond the Status Quo

- A group of social service agencies and capacity building organizations that are working together to imagine a social service sector that is thriving and has a shared vision for the future in Edmonton as it grows in the coming decades
- Sitting as an active member of the collaboration regularly attending meetings.

- A social sector summit is being planned for the spring of 2025
- A transition within the social service sector which will lead to better social justice within our community

Social Policy Council - Edmonton

- Strategizing how to work with three levels of government by having unified nonprofit messaging from Edmonton-based nonprofits

- A more unified message coming from Edmonton's social sector for priority funding areas

Homeward Trust Research Committee

- A committee of community members that work together to focus the efforts of research taken on by Homeward Trust

- More focused research efforts to be taken on by Homeward Trust

COMMUNITY PROFILES & CONSULTATIONS

* Indicates City of Edmonton involvement

** Indicates City of Edmonton initiated

*City of Edmonton Profile Maps

Activity

- Upon release of new federal census data, all demographic maps are being updated and are being placed on the website
- New and custom maps are created upon request to meet specific needs.

Expected Outcomes

- Human service colleagues have access to current demographic data upon which to base planning decisions

**ELIP Mapping and Data Analysis

- Created dashboards highlighting resources available to newcomers, demographic maps illustrating newcomer populations, a recent immigrant infographic and PDF document highlighting top languages spoken by neighbourhood.

- Our partners are more knowledgeable about the newcomer population, needs, gaps and strengths

* Creating more complex profiles of neighbourhoods, communities, and service users

- Utilize newly available data from IRCC and Stats Canada other open data sources, and community-based research to develop various types of social mapping approaches including:
 - process mapping
 - network mapping
 - typical client experience mapping
 - journey mapping
 - program and service mapping

- Deeper understanding of the population, as well as needs, gaps, and strengths of the newcomer services sector
- Community served more effectively through collaboration and integrated services

KNOWLEDGE MOBILIZATION

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Edmonton initiated

	Activity	Expected Outcomes
211 Partnership	<ul style="list-style-type: none"> Working with 211 to create resource dashboards for all of the categories of resources available on 211 Alberta, so that viewers can access the resources visually as well as via the directories available on 211. 211 provides an export of the resources in and around Edmonton and M.A.P.S. creates the dashboards which are accessible via our website. 	<ul style="list-style-type: none"> Partners, and the public, have multiple ways of accessing resources available in Edmonton. Partners are able to access this information to share with their clients.
Annual Collaborative Showcase	<ul style="list-style-type: none"> Host and facilitate a day-long event sharing collaborative best practices 	<ul style="list-style-type: none"> Partners are aware of best practices regarding collaboration Partners introduced to potential partners for collaborative work Partners made aware of data held by others that may support their work
Common Outcomes Report	<ul style="list-style-type: none"> Design and distribute annual partner evaluation survey Complete and submit Common Outcomes and Indicators Report yearly 	<ul style="list-style-type: none"> Be in accordance with our funding agreement with FCSS
M.A.P.S. Annual Report	<ul style="list-style-type: none"> Report includes descriptions of projects, research findings, products, maps, and achievements 	<ul style="list-style-type: none"> Ability of partners and funders to see the highlights of our work for 2023
M.A.P.S. Journey Map	<ul style="list-style-type: none"> MAPS' president is working on a Journey Map to display MAPS history 	<ul style="list-style-type: none"> Ability of partners and funders to see the highlights of our work over our 20-year history

KNOWLEDGE MOBILIZATION

* Indicates City of Edmonton involvement

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	Activity	Expected Outcomes
Mapping research findings, knowledge translation	<ul style="list-style-type: none"> • Demographic mapping • Process mapping • Network mapping • Journey mapping • Graphic design 	<ul style="list-style-type: none"> • Research findings are more accessible
Presentations to colleagues re: community mapping, community engagement and community-based research	<ul style="list-style-type: none"> • Develop and deliver presentations regarding M.A.P.S. products, methods and achievements 	<ul style="list-style-type: none"> • Practitioners are more aware of current trends and practices • Partners are informed of how M.A.P.S. may support their work
Interactive Resource Dashboards	<ul style="list-style-type: none"> • Mapping 211 resources • Creating customized geographical profiles 	<ul style="list-style-type: none"> • Awareness of where programs and services are available • More effective planning and delivery of services
The Map Up	<ul style="list-style-type: none"> • Publishing newsletters to highlight and link M.A.P.S.' subscribers to the maps, data, and resources available on the website 	<ul style="list-style-type: none"> • Subscribers have increased knowledge of services, supports, maps, data and resources available from M.A.P.S.
*State of Immigration Settlement Report	<ul style="list-style-type: none"> • Member of the State of Immigration Settlement collaborative table • Preparing an annual report on the state of immigration within the City of Edmonton 	<ul style="list-style-type: none"> • Increased social inclusion of immigrants and refugees in Edmonton

CONSULTATIONS AS REQUESTED

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Edmonton initiated

	Activity	Expected Outcomes
Seniors Association of Greater Edmonton (SAGE)	<ul style="list-style-type: none"> Working with members of the community animators project to map out their progress in engaging senior community members in activities. 	<ul style="list-style-type: none"> Maps which show the progress of the program since its inception until October 2024 A presentation by SAGE at the annual Showcase
FRAP Intake and Data Collection Strategies	<ul style="list-style-type: none"> MAPS' contract community-based researcher is working with FRAP's team to develop an intake procedure that will lead to improved data collection and better ways to communicate FRAP's outcomes 	<ul style="list-style-type: none"> An intake procedure that will influence how other newcomer organizations can intake data to reflect community focused outcomes
YEG Youth Connect	<ul style="list-style-type: none"> Sitting as a member of the committee that is planning the 2024 YEG Youth Connect event which brings together youth serving agencies to a one day event where vulnerable youth can explore the various agencies in the city Develop ways to survey the young people to lead to better community planning for services for young people 	<ul style="list-style-type: none"> Better approaches to collecting information from young people who attend this event
*Edmonton Community Foundation	<ul style="list-style-type: none"> Working with ECF's leadership to bring together research that has been conducted in Edmonton 	<ul style="list-style-type: none"> Exploring ways in which ECF can benefit from the services that MAPS offers
Alberta Law Foundation	<ul style="list-style-type: none"> Consulted with ALF on their creation of a grant stream for vulnerable youth. 	<ul style="list-style-type: none"> A program stream for vulnerable youth to receive better access to legal supports

CONSULTATIONS AS REQUESTED

* Indicates City of Edmonton involvement

** Indicates City of Edmonton initiated

	Activity	Expected Outcomes
City of Edmonton - Curbcut	<ul style="list-style-type: none"> Consulted with members of the City of Edmonton's Business Intelligence & Analytics Service Innovation & Performance Team on Curbcut, a technology developed by professors at McGill University to offer ArcGIS mapping style information in an online format 	<ul style="list-style-type: none"> The potential of MAPS and other community groups to be the host of the Curbcut technology within the City of Edmonton
City of Edmonton - Community Safety and Well-Being	<ul style="list-style-type: none"> Consulted with members of the Community Safety and Well-being Team on the policies and programs being developed 	<ul style="list-style-type: none"> Better planning for community programming based upon MAPS exposure to the social service agencies' needs
City of Edmonton - Social Vulnerability Index	<ul style="list-style-type: none"> Worked with the City of Edmonton's Social Worker Team, Community Gardens Project, Neighbourhood Revitalization Project, and the FCSS team to share our work on the social vulnerability maps/data to help each of their teams with their planning processes. 	<ul style="list-style-type: none"> Presentation to Social Development Leadership Team re: Change in Social Vulnerability Between 2016 and 2021 Better planning from the information shared from the SVI in the Community Garden Project and the Neighbourhood Revitalization Project. An interactive dashboard which shows all FCSS funded programs.
Family Futures Resource Network, Family Centre, & BGCBigs	<ul style="list-style-type: none"> Consulted with these three agencies as they developed a proposal for creating programming in South Edmonton for Vulnerable youth 	<ul style="list-style-type: none"> Aiming towards creating a hub style youth center in Millwoods or another Southside location
Office of the Child and Youth Advocate	<ul style="list-style-type: none"> Offered consultation on a youth encampment research project they are looking to take on in 2025 in multiple communities in Alberta. 	<ul style="list-style-type: none"> Potential collaboration with OCYA on creating journey maps and infographics coming out of their research project

CONSULTATIONS AS REQUESTED

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Hoarding Disorder Foundation of Alberta

Activity

- Consulted with the agency to understand the needs of the small organization as they develop strategies for communicating the importance of their programming in Edmonton and across the province

Expected Outcomes

- Potential collaboration on conducting community-based research or another strategy to help with the communications of this agency

WHAT OUR PARTNERS SAY ABOUT M.A.P.S.

You offer an invaluable service that has assisted us in truly understanding the importance of our Community Animation program and to help us showcase it to others. Staff within MAPS are amazing to work with.

MAPS has been an important part of systemic planning within larger collaboratives (such as YAC - youth agency collaboration) as well as within systemic research groups and within our own agency. It helps to provide a level of clout or expertise to the work we are already doing or starting.

Any time that I have worked with [M.A.P.S. Staff], I have been impressed by the work that they do and their professionalism.

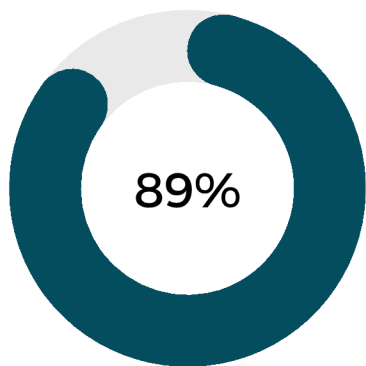
[M.A.P.S. Staff] created a beautiful and unique journey map of my recovery journey. They took in all of my ideas, pictures and drawings and prepared an amazing journey map.

I am so proud of it and I am going to use it in my course called Do What You Love and Love What You Do. The idea is to also have others think about their recovery journey.

M.A.P.S. ANNUAL EVALUATION REPORT

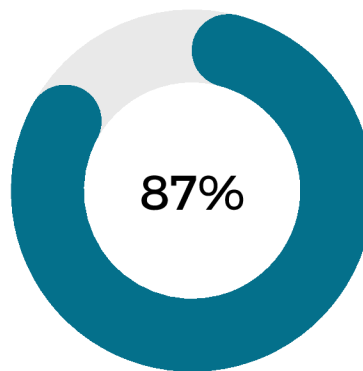
As a result of the supports and resources provided by M.A.P.S., please indicate your level of agreement with the following statements:

I am more connected with others in my professional network/community



% agree or strongly agree

I have developed better working relationships with staff or volunteers at other community agencies



% agree or strongly agree

The collaboration/partnership:

Is more effective than each partner could be operating on its own.



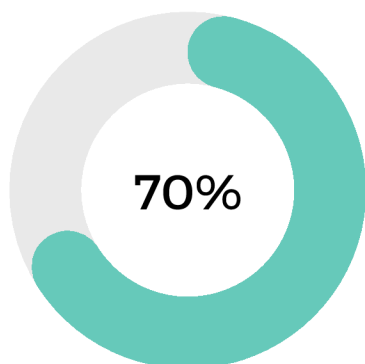
82%

Has made more of a positive impact on social issues in our community.



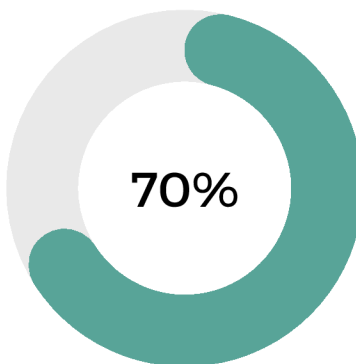
82%

My organization has improved capacity in meeting the needs of people in our community



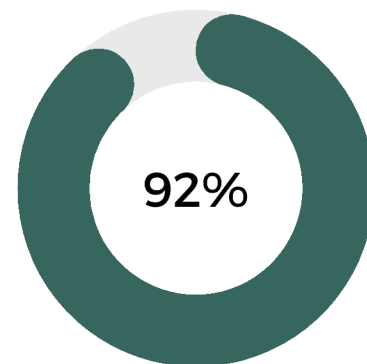
% of positive change

My organization is better able to make decisions informed by research, evaluation, practice or experience in the area of service planning & implementation.



% agree or strongly agree

My organization has increased understanding of how to collaborate with others to address social issues in our community.



% agree or strongly agree



CONTACT US



www.mapsab.ca



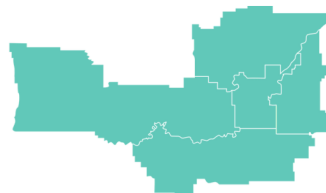
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M·A·P·S·
ALBERTA CAPITAL REGION