

Rising Together

Our Strategy and Culture Plan

2024-2025

Strategy and Culture Highlights

Our strategic direction (see our [Strategic Plan](#)) is firmly anchored in our goals of targeted service delivery and impact, organizational excellence, and data-informed decision-making. Our achievements towards these goals in the past year are creating a more resilient and impactful organization.

Strategic Goal	Highlights of Achievements
Targeted Service Delivery and Impact We are strengthening alignment of our service model to the stages of transformation, build our organizational data, and strengthen our impact.	<ul style="list-style-type: none">✓ Staff and the board gained clarity on how Rise's programmatic targets and impacts align with our Theory of Change.✓ Our team mobilized and distributed significantly more resources through the Basic Needs Fund. Thank you to the City of Calgary and United Way of Calgary and Area for those resources.✓ We continued adapting our centralized communications software to serve customers more effectively across multiple visits, which offers greater dignity.
Strengthen Foundations (Leadership, Workforce, and Culture), Operations, and Governance We are expanding our capacities, strengthening our operations and governance, and ensuring Rise's sustainability.	<ul style="list-style-type: none">✓ Rise provided leadership to the ASPIRE network's Taxes and Benefits Community of Practice.✓ We continued to strengthen relationships and partnerships that help customers gain money back through tax returns.✓ Integration of the Millican-Ogden team was fully established.✓ Student and volunteer use of our Learning Management System alleviated onboarding pressures and created more clarity on Rise's culture and approach.✓ Academic partners report that students request practicums at Rise.✓ Reception, food, clothing, shower, tax filing and education workshop volunteers tell us their volunteer work offers them a tangible way to have a positive impact on their community.
Data Informed Decision Making We are strengthening our service model, data, and foundational capacities to improve outcomes for the people we serve.	<ul style="list-style-type: none">✓ Program data informed the redeployment of staff resources from locations experiencing low demand to locations with higher demand.✓ We launched the development of a two-way software platform to empower our customers and coaches.✓ The way we use data is evolving to support Rise's team coaching model by ensuring every Advocate can seamlessly support customers' forward movement.✓ Work is ongoing to innovate meaningful ways to measure transformation out of poverty, for example through housing stability, income stability, food security, and financial assets.

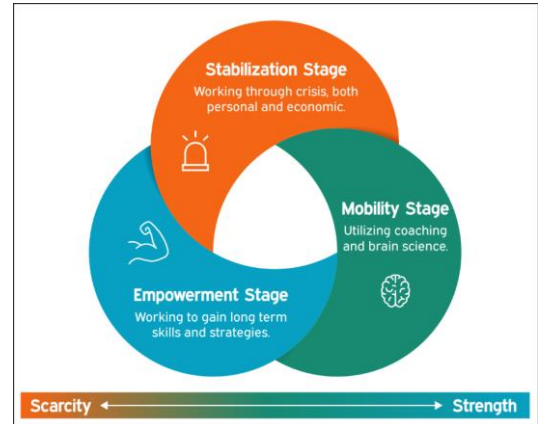
2024-25 Highlights from Impact Report

Rise continues to experience high levels of increased demand year over year at a rate of approx. 30%. In 2024-2025, Rise welcomed 2,658 new customers, bringing our registered total customer base to 12,687 Calgarians.

Stabilization: Rise Calgary works alongside customers to address urgent needs like food, clothing, and bill payments to reduce immediate stress.

Mobility: Once stabilized, Rise Calgary supports customers with coaching and brain science to help navigate the complexities of moving out of poverty.

Empowerment: In this final stage, customers gain more control over their lives, utilizing the information and skills learned to move towards their long-term goals.



2024-25 By the Numbers:



1,242 advocacy conversations on Income Supports and AISH



2,890 advocacy or coaching conversations on safe, sustainable housing.



\$2,380, or **168 Gift Cards** provided to support customers with groceries



894 Basic Needs Fund Applications supporting people in navigating complex situations.



\$1,802,648 gained to **494 Siksika nation community members** through Talking Taxes (*in 2024*).



3,467 coaching conversations on jobs, careers, employment services



79% of customers Agree/Strongly agree with **"I am less stressed about my finances"**



85% of customers Agree/Strongly agree with **"I have increased my financial knowledge and skills"**

