

YouthLink Calgary Police Interpretive Centre

Report to the Community

June, 2022



MESSAGE *from our Board Chair*

This past year was one marked by upheaval, uncertainty and, at the end of the day, tremendous opportunity. During these unprecedented times YouthLink, like so many others had to pivot and find new ways to engage with our audience.

Despite the stresses of working from home, coping with variants and the governments ever evolving health care policies, team YouthLink came together, showed resolve and had an incredible year.

The temporary closures allowed us to be reflective and creative. Our business plan shifted to include online educational platforms that helped us engage with community. For example, live stream educational videos were used to create at home resources for parents and educators. Topics included forensic science, cyber safety, conversation starters for parents, expert intel from CPS units and Calgary Police history. YouthLink saw a 300% increase in demand for its programs during Covid.

As the year progressed, there were glimmers of hope that Covid was under control and we were filled with optimism and excitement at the thought of bringing students and the community back to our center. Our community was excited too. Summer 2021 camp programs were completely sold out just days after launch. We demonstrated leadership in the city, being the first center to offer full week, in person camp experiences. Our campers enjoyed visits from a range of CPS partners - the K9 dogs, VAST therapy dogs, traffic motorcycles - and they experienced tours of both the HAWCS helicopter hanger and police garage. We were also open to the public for the first time since our doors closed in December and welcomed 3000 visitors over the summer with renewed programs and staff members ready to roll out the red carpet for every guest who passed through our doors.

In fall 2021 we were thrilled to host the grand opening of the Canine Park right here at YouthLink. This event was years in the making, with so much care and consideration put into all aspects of the park. Fueled by the passion of Margaret Midge Zeidler, the founder of the project, our team worked closely with Sergeant Jim Gourley of the K9 unit to design the park's entire look and feel. The grand opening ceremony in September was attended by the Chief Mark Neufeld, the Regimental Sergeant Major Travis Juska, the Pipe Band, retired K9 unit officers and canine units from across the province wishing to show their solidarity. In remembrance of their mother Margaret Midge Zeidler, the Zeidler family unveiled a plaque in their mother's name while sharing the story of how important the K9 unit was to their mother and cementing a lasting legacy.

In October we were ecstatic to host our first large in person event since the pandemic's arrival. We held a sold-out Halloween event where the museum was completely transformed into a Spooktacular family friendly space. Stations were housed throughout the museum for families to explore; a bones exhibit, haunted house, police history tour, forensic cauldrons and costume contest. It was thrilling to see the museum filled with people again and the feedback from our guests was amazing.

The museum welcomed over 3000 visitors in the months we were open to the public, and our Archives and Collections team proudly fulfilled 116 research requests regarding police history. We continued to grow our collection of artifacts and archives through many donations. Have you heard of Diamond Dolly?

While surmounting the challenges of the year, it became clear to us as a team that our guiding purpose needed to be our service to the community. We continued to be a leader in crime prevention education, through virtual presentations and as we welcomed students back into our facility. We continued to preserve police history by digitizing photos and pages of historic documents. We reached more people than ever through our social media accounts. And, with every guest that comes through our doors, we continued to shine a spotlight on the invaluable work CPS does in our communities.

None of these tremendous accomplishments would have been possible without the amazing, creative, tenacious, agile, committed and passionate people that make up Team YouthLink. Thank you to each and every one of you. Of course, our funders and community partners have supported us and helped grow our mission all throughout this year as well. We are truly grateful for their involvement with YouthLink and we look forward to fostering these relationships and seeing where the future leads us all.

Sincerely,

Joan Shilling

Joan Shilling
Chair, YouthLink Board of Directors



MUSEUM

VISITORS



3,082



EVENTS



HALLOWEEN SPECIAL EVENT 204 tickets sold / 184 tickets used
HISTORIC CALGARY WEEK PRESENTATION
 1974 – McMahon Stadium Rock Concert 108 records + photographs digitized
HISTORY OF CPS PRESENTATIONS (x5)
BLACK FRIDAY DOCUMENTARY (2 viewings)
ENCOUNTERS WITH COUNTERCULTURES: CPS meets the Hippies (X2)
CPS K9 UNIT TRAINING EXERCISES
CPYF COOKBOOK FUNDRAISER
VINTAGE VEHICLE SHOW AND SHINE, Summer of 2022
K9 PARK GRAND OPENING
VOLUNTEER APPRECIATION NIGHT
26 DONATIONS (443 items) of artifacts
BASEMENT CLEAN OUT

COLLECTIONS



Developing a **COLLECTIONS MANAGEMENT POLICY AND DISASTER PLAN**
 Launching **MUSEUM COMMITTEE** to liaise with CPS for donations, stories etc.
CHARGE BOOK DIGITIZATION 577 photos/pages taken, dating back to the 1900s
DIGITIZATION OF THE CHIEF ORDERS COLLECTION (over 268 files and records)

RESEARCH



111 RESEARCH REQUESTS
 FOIPP requests
 Regimental Sergeant Major requests
 Research on Indigenous people in CPS
 Clothing and equipment and history of body armor in the service
 Memorial / biographical for deceased members or awards

EXHIBITS



EXHIBIT DEVELOPMENT PLAN that takes us to 2024: former Bullying area, Online Safety, Healthy Relationships, “Meth Me”, The Flood and Bolsa
 4 short videos accessed through **QR CODES TO THE CANINE PARK**
HAWCS EXHIBIT extensively updated with five 360 degree videos
FALLEN MEMBERS CENOTAPH updated with Sgt Andrew Harnett’s name

STAKEHOLDER relations

VIP TOURS & SPECIAL EVENTS



MLA Kaycee Madu
 CEO of Immigrant Services Calgary, Hyder Hassan
 Sgt. Klassen, his friend and her son
 We worked closely with S/Sgt. Jas Kainth (Youth Services Section) to deliver an awesome experience to winners of a silent auction prize package as well as the CPS officers accompanying the group.
 Hosted a young award winner and their family for a special visit.

PARTNERSHIPS

- ALBERTA MUSEUM ASSOCIATION
- CALGARY BEYOND THE BLUE
- CALGARY BOARD OF EDUCATION
- CALGARY CATHOLIC SCHOOL BOARD
- CALGARY POLICE CADET CORPS
- CALGARY POLICE YOUTH FOUNDATION
- CALGARY POLICE VETERANS ASSOCIATION
- CENTRE FOR NEWCOMERS
- CITY OF CALGARY
- EMS FOUNDATION
- FIREFIGHTERS MUSEUM OF CALGARY
- GOLDEN KEYS ALBERTA
- HERITAGE PARK
- LOUGHEED HOUSE
- MASST
- ST. MARY’S UNIVERSITY
- TELUS SPARK
- TOURISM CALGARY
- TRAVEL ALBERTA
- UNIVERSITY OF CALGARY
- ZEIDLER FAMILY

HUMAN Resources

MONIQUE AUFFREY, Executive Director

I am beyond thrilled to have joined YouthLink at the end of February. I find myself surrounded by a community of mobilizers, a group of people who share a common goal; keeping kids and community safe. It is a true privilege to do this work. I'm incredibly grateful to the board of directors, the volunteers, community stakeholders, The Calgary Police Services, The Calgary Police Youth Foundation, our Inspiring Youth Ambassadors and Influencers and our staff. YouthLink is a cutting edge, state of the art museum and Interpretive centre – but it is the people who work here who make it a place of magic. From educators to storytellers, to the people who fix our technology, manage schedules and keep the facility humming – a heart felt thank you.



Thank You TO OUR DEDICATED VOLUNTEERS AND OUR BOARD OF DIRECTORS:

Deputy Chief Katie McLellan
 CALGARY POLICE SERVICE

Inspector Bruce Walker
 CALGARY POLICE SERVICE

Joan Shilling
 CHAIR OF THE BOARD

Kevin Hall
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FUNDERS



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ZEIDLER FAMILY

cenovus
 ENERGY

ENBRIDGE



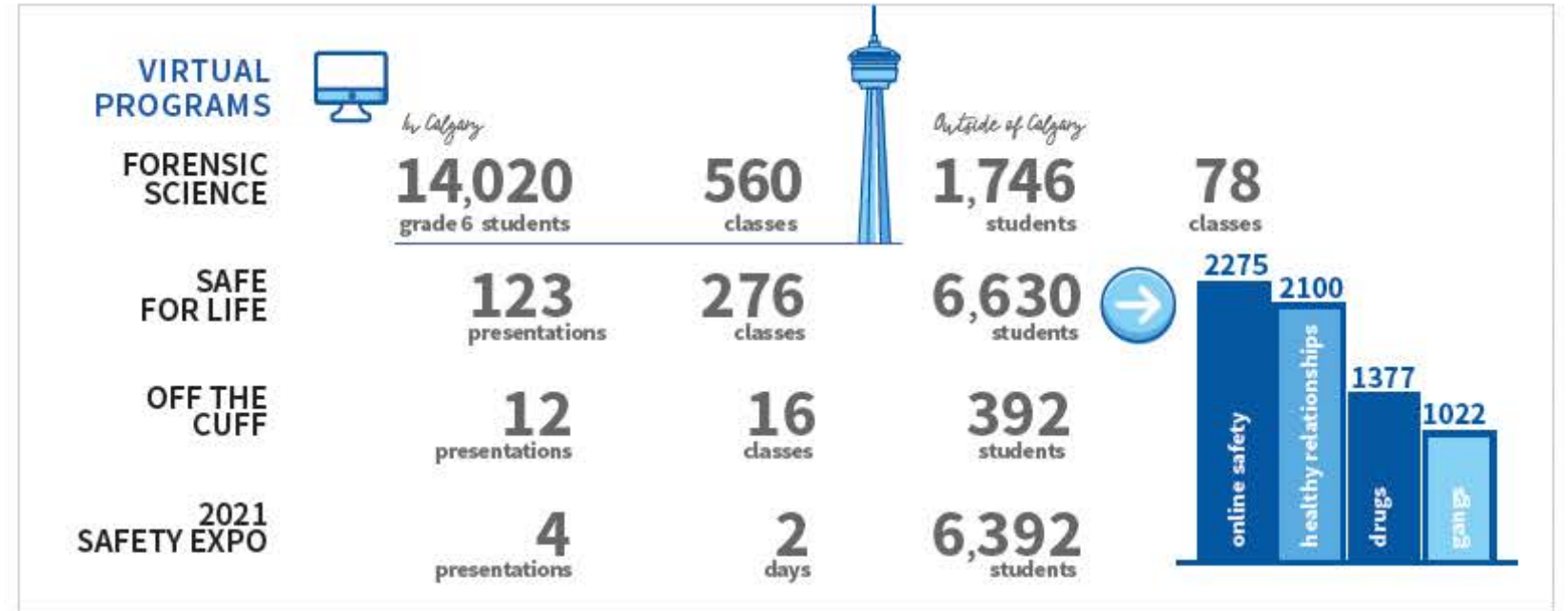
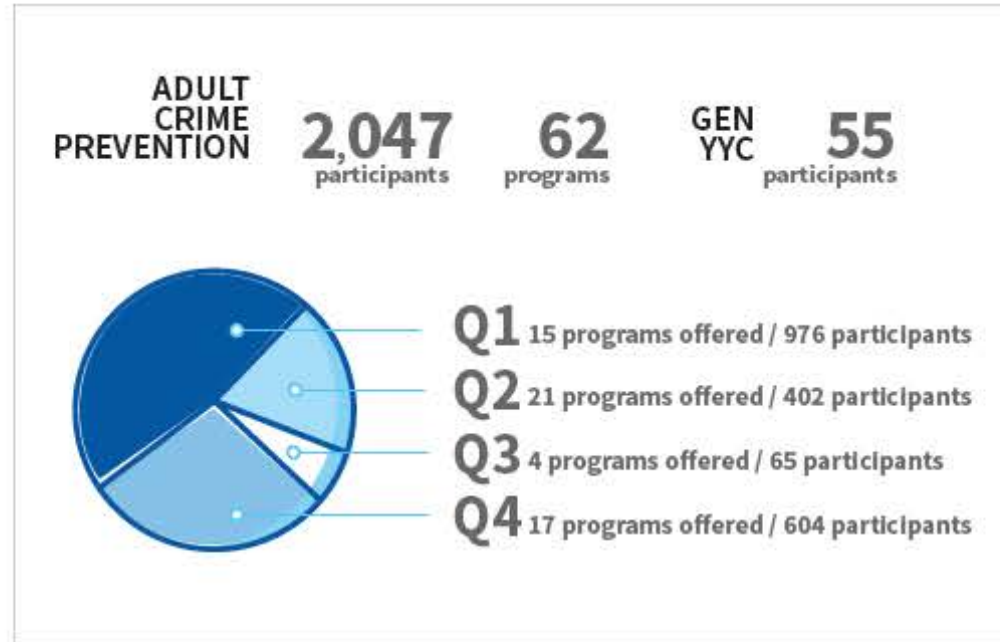
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 403-428-4530 | www.youthlinkcalgary.com

Safe for Life.

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 Alberta Museums Association



PROGRAM highlights



“ She loved the summer camp. She wants to go back next year. Congratulations on a very successful week!

~ SUMMER CAMP PARENT

We had a fantastic time thanks to you and your team – it was our first time at YouthLink and it is a wonderful facility and the staff are all so amazing.

~ MUSEUM GUEST

This was an incredible unit to end the year with. My students were more engaged for this than any other unit this year.

~ GRADE 6 TEACHER

The event completely blew me away. Soooooo fun and exciting for all ages. My husband and I really want to attend with no kids (but don't tell them that).

~ HALLOWEEN EVENT GUEST

Marketing & COMMUNICATIONS



FUND DEVELOPMENT

- CPYF donated 19 Christmas Hampers to one of our police school classes
- Tanya Downes (Sobeys/Safeway employee) donated \$3,000 in Sobeys giftcards through Sobeys Words To Live By Internal Employee Contest
- Youth Ambassador Harveer has been participating in presentations, interviews, and social campaigns!

MEDIA

- February 14, 2021 – Global Morning Show – Virtual Programming Launch
- March 15, 2021 – Global – Summer Camp Launch
- April 20, 2021 – Global and CTV – 2021 shaping up to be record year for YouthLink Calgary
- September 3, 2021 – The Public Place – Centre feature www.thepublicplace.online/en/channel/pic-tv/c/youthlink.10460
- September 15, 2021 – Various media pick-up – Canine Memorial Park Launch
- October 25, 2021 – Global - Halloween Event and Thomas Hall Exhibit globalnews.ca/video/8330744/pretty-crazy-calgary-kids-get-halloween-chance-to-check-real-life-mummy-mystery