



THROUGH IT ALL

**Wood's Homes is
here for you**

**A \$52M campaign to transform
young lives through live-in mental
health and recovery programs**

Suicide is the **2nd** leading cause of death for young people ages 10 to 24.

Canada ranks **3rd** in the world for youth suicide.



**“ They saved my
child's life.**

– Parent

Getting to know Wood's Homes

Wood's Homes is a mental health centre. We support children, young people, families, and adults who are facing mental health challenges. Our services are available in Calgary, Lethbridge, Strathmore, Fort McMurray, and Grand Prairie.

Our two campuses, in Calgary, offer live-in treatment and a wide range of supports in one place for children and young people with complex mental health needs and experiences of trauma. Many are struggling with behaviours such as aggression, self-harm, or substance use.

When a child comes to one of our programs, their family or guardian often feel overwhelmed, exhausted, or desperate for where to turn.

A mental health crisis affects more than one person. It can deeply impact a young person's safety, well-being, and family relationships. Campus-based care offers a safe, comprehensive, and supportive environment to begin healing, rebuild hope, and work toward lasting change.

In addition to 24-hour live-in treatment, campus-based care includes an on-site school in partnership with the Calgary Board of Education, cultural and ceremonial spaces, nursing and psychiatric services, family support, recreation, music, and aftercare services.

Our approach is guided by **Wood's Homes' core principles: family-centred care, strengths-based practice, recovery, trauma-informed care, and evidence-based treatment.**

Through It ALL, we are here for them,
for families that have already given it their all.

“ I felt like I was standing on the corner of a busy street, waving my arms, screaming for help, for my son, for my family, and everyone just kept driving by, like I wasn’t even there, like we didn’t matter.

And then we found *Wood’s Homes*. It was like winning the lottery.

– Parent of Wood’s Homes client



“ **Made sure my child ate in spite of their efforts not to.**

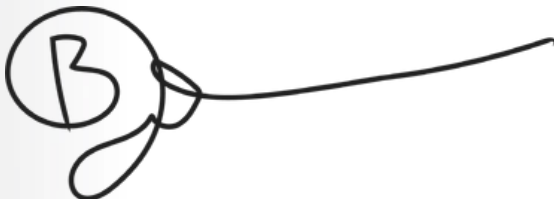
– Parent

THROUGH IT
ALL

Mental health challenges can happen to anyone; **we know this**. It impacts all of us. And we know the pandemic made it so much worse – the isolation, increased stressors, and lack of in-person supports that are essential for mental well-being. Many people who were fine before the pandemic are not fine now. We are just beginning to see the wave of trauma; it is coming home to roost.

There is a huge demand for immersive care beds here in Alberta – we never have enough. Getting into Wood’s Homes should not feel like winning the lottery.

We should be the **start of the journey** for families, not their last resort.

A hand-drawn signature in black ink, featuring a large, stylized letter 'B' followed by a long, horizontal line that curves slightly upwards at the end.

Bjorn Johansson
Chief Executive Officer





Wood's Homes acknowledges **Indigenous land stewardship**

Wood's Homes community members live and work on the territories of many Indigenous Nations in Alberta.

We acknowledge the diverse cultural practices, ceremonies, and oral traditions of the Indigenous Nations in treaties 6, 7, and 8 territories, and the Métis Nation of Alberta.

We acknowledge the relationship Indigenous people have with the land, and the strength in that connection.

We are filled with gratitude for the opportunity we have to participate and learn from the many Nations about this connection to the land.



A steady commitment

Since 2021, considerable effort has been made to create cultural safety for Indigenous children and families within the Wood's Homes community. These efforts are connected to the active participation of many diverse people who are **striving to create safe and equitable spaces for Indigenous peoples**.

The process of growth for our organization includes a steady commitment to following the guidance of the many Elders and Knowledge Keepers who have taught us about the unique ways Indigenous children, young people, and families connect to community and each other. This is done through protocol - the passing of prints and tobacco - to earn the many cultural gifts of knowledge we hold today. This guides us to **new ways of being in relationship** with others.

Let us continue to **learn, grow, and heal together**. Let us create the 'good life' so future generations can be successful in ways they choose to be in this world.



matotisân asinîy Tye Rhyno
Manager, Indigenous Initiatives Centre



**“ The staff at Wood’s Homes
never gave up on me even
though I was at rock bottom.**

- Client

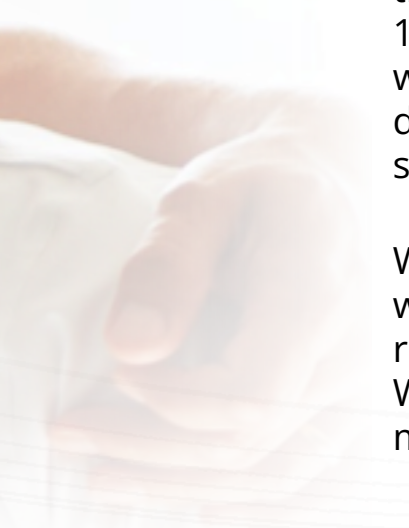


A family's struggle to move forward

"My son glanced over at me when I entered the counselling room. His expression, normally hostile, slipped into one of joy and relief. I thought, that's my boy. There he is. I knew he was still in there. He was happy to see me, for a second anyhow. And then, in a millisecond, he remembered himself and recoiled his gaze, angry, all alone. But really, underneath it all, he was terrified.

We spent years fighting for his life: through 17 hospitalizations. He was a risk to himself and to others. My youngest son, 12 when it all started, was calling 911 from the locked bathroom to be safe from his brother, who was 14. My wife and I are skilled parents, capable professionals, who advocated at every turn for help. Mental health issues don't care how much money you make, how much you want someone to get better – crisis happens.

Wood's Homes was with us **Through It ALL**. My eldest son would not be here today if it wasn't for Wood's Homes. They rebuilt our family. While others talk about mental health, Wood's Homes is doing something about it. It is time to do more than talk."



Board Member

A young person with curly hair, some of which is dyed blonde, is smiling and looking towards the camera. They are wearing a yellow polo shirt with grey reflective stripes on the shoulders. The background is a blurred outdoor setting with some structures and a blue light visible in the distance.

**“ Gave me hope
when I had none.**
- Client

The economics of **care** at Wood's Homes

Immersive care at Wood's Homes is **1/3 the cost**
of a hospital stay, with better long-term outcomes.

Where we live:

Fort McMurray
Grande Prairie
Calgary
Strathmore
Lethbridge

Partner listing:



1st

Organization in
Canada to provide
no-charge, walk-in
counselling
services in 1990

110+

Years of learning,
services, and
innovation for
thousands of young
people and families

3

Exemplary standings
awarded by
Accreditation Canada

2

Leading Practice
awards

12

Languages
services are
provided in

4x

Less likely to
return to hospital
after TCBC care

20,000+

Children, young people, and
families served every year.

600+ staff

470 volunteers

40+ programs



This **\$52M** campaign will:

- 1** Increase our immersive, live-in care capacity by **28%** (from 64 to 82)
- 2** **Improve outcomes** for the most vulnerable who are at risk for repeated hospital stays, incarceration, or homelessness
- 3** New facilities **respond to the growing demand** of waitlists and specialized treatment
- 4** Produce new buildings that offer **culturally appropriate spaces for Indigenous gatherings, teachings, and ceremonies**
- 5** Expanded services ensures access to the **safest and highest-quality care**
- 6** Provide natural light, outdoor views, and access to green spaces **help regulate emotions, reduce stress, and promote overall well-being**
- 7** Strengthened **safety features** supported by state-of-the-art technology and architecture.
- 8** **Serve more children and families safely and effectively.** New spaces designed with healing principles enhance program delivery, improve outcomes, and strengthen Wood's Homes' overall capacity for care

“ Allowed me to sleep at night knowing **my child was safe and that I was safe too.**

– Parent

Phase 1 – Parkdale Campus capital project goal: **\$8M**

Virtual Tour
of Cottage E



A new 10-bed, state-of-the-art facility, completed in January 2025.

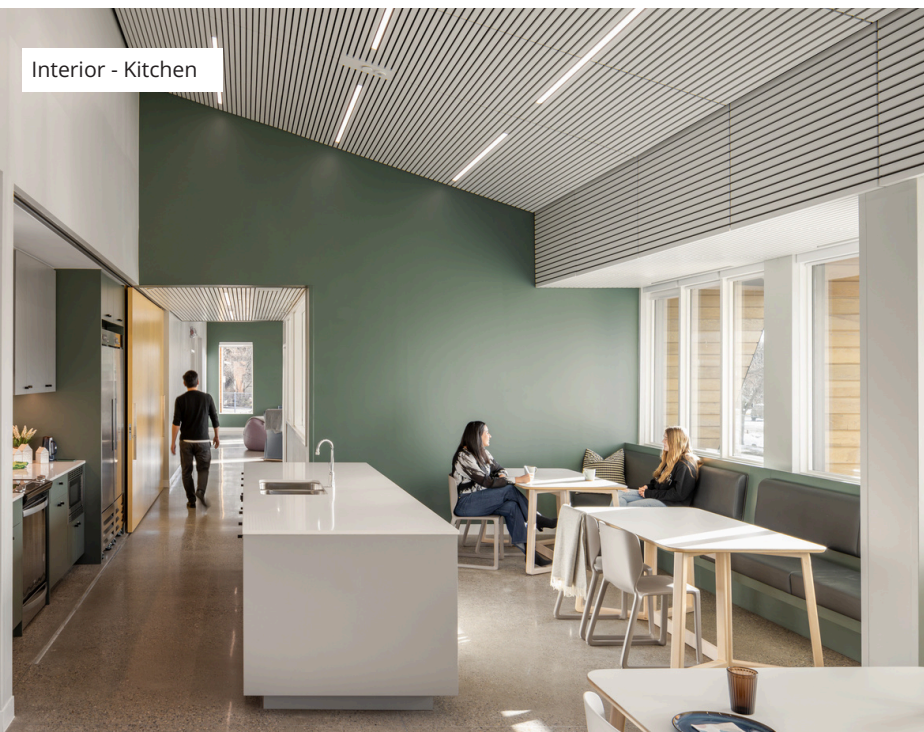
This 10-bed cottage completed construction and is in full operation on Wood's Homes Parkdale campus since August 2025.

The building is the first therapeutically designed facility in the history of the organization.

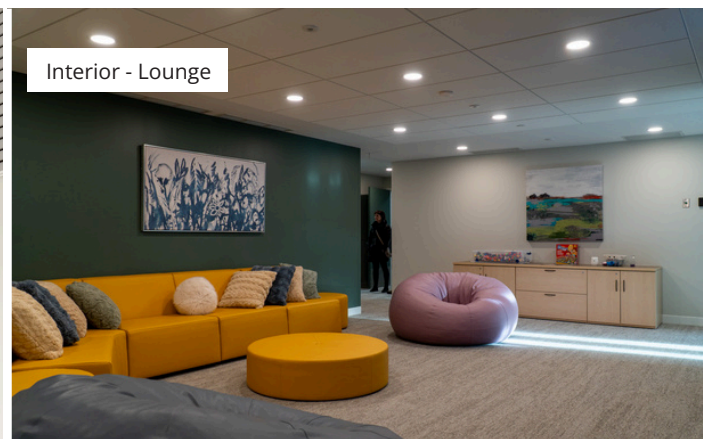
Wood's Homes research shows the powerful impact that environments plays in mental health treatment. As such, the design and construction of this building was informed by best-in-class mental health treatment centres across the globe.

Consistent with the current cottages on this site, the new building - Cottage E - has it's own classroom (in partnership with the Calgary Board of Educations).

Interior - Kitchen



Interior - Lounge



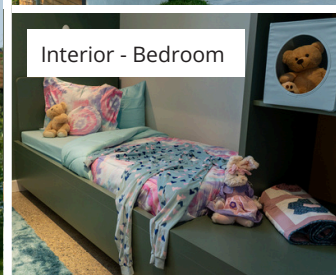
Exterior - Looking SW



Exterior - Front



Interior - Bedroom



Interior - Bedroom



Bowness Campus capital project goal: **\$41M**

The buildings that young people at Wood's Homes currently call home were constructed in the late 1950s and early 1960s with the intent to simply 'house' children. These facilities no longer meet the complex treatment needs seen in the 21st Century. The buildings' life cycles have extended far beyond acceptable standards for functionality, therapy, and everyday use. They are not only cramped, but pose safety obstacles and do not provide accessibility for clients who have other physical limitations.

Wood's Homes first put down roots in Bowness in 1926, beginning with just 32 children. More than a century later, we now serve over 20,000 people every year. That growth and the thousands of lives changed along the way has only been possible because of donors and partners who believe in building a stronger future for vulnerable young people.

Wood's Homes is undertaking a vital modernization project to construct three new therapeutic, campus-based care homes on the Bowness Campus. These buildings will reduce critical incidents, meet LEED environmental standard, and bring the total on-site capacity to 40 clients.

Photo: Wood's Homes 100 Years in Bowness Celebration, June 2026



Phase 2 – Bowness Campus: \$16M

The next phase of Wood's Homes' **Through It ALL** Campaign focuses on creating a new, purpose-built 16-bed facility that will finally allow us to retire a building dating back to the late 1950s and early 1960s. This is a bold step toward the future of children's mental health, one that builds on the proven success of our Parkdale Cottage E and incorporates the latest advancements in therapeutic design.

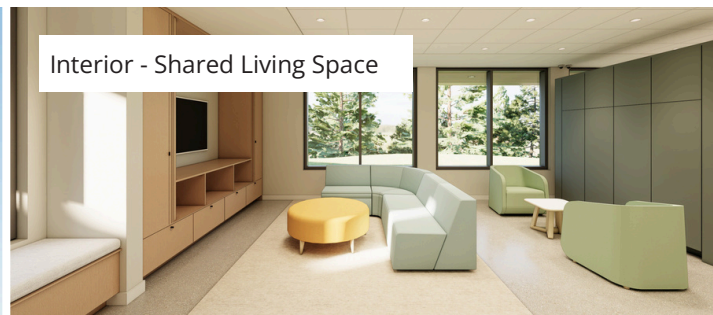
Inspired by the strengths of our first phase, this new space will introduce enhanced features that support secure, trauma-informed care while **doubling our current capacity**. Every element from layout to lighting and shared spaces will be designed to promote safety, stability, and healing.

Most importantly, this facility will give young people in crisis, struggling with mental health or addictions, a place where recovery is possible and hope can take root. It will expand the critical infrastructure needed to meet rising demand and ensure that every child who needs intensive support has access to a space built with their dignity and well-being at its core.

Exterior - Looking North



Interior - Shared Living Space



Interior - Bedroom/Hallway

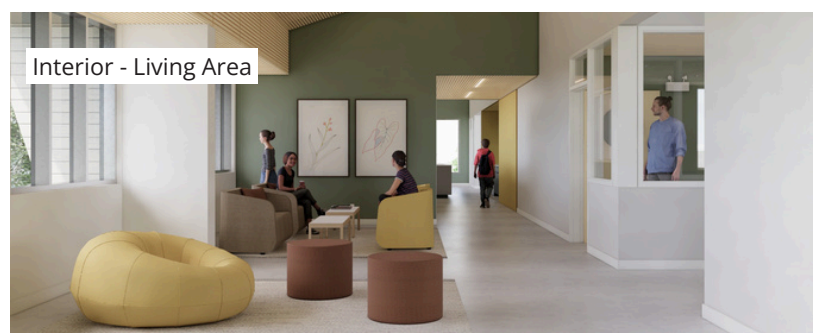
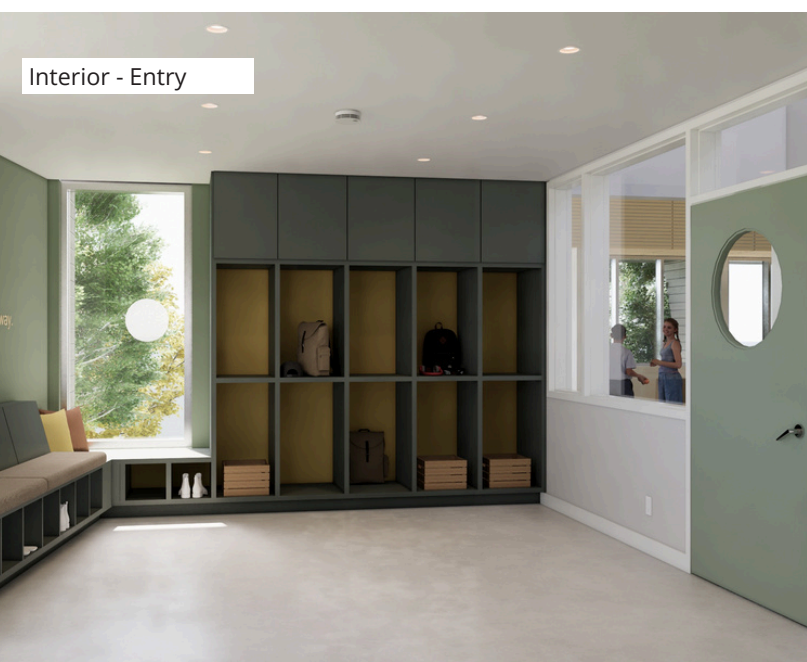


Phase 3 – Bowness Campus: \$25M

The final phase of our **Through It ALL** Campaign, on the Bowness Campus, focuses on renewing two long-standing cottages on the western edge of our Bowness campus spaces that have sheltered, supported, and shaped young lives for generations. This renewal is more than a construction project; it is an investment in safety, dignity, and possibility for every child and family who turns to us for help.

With your support, these cottages will be transformed into safer, more accessible, culturally grounded, and purpose-built environments. Following the construction of Bowness #1, Wood's Homes will transition their focus to Bowness #2, the second 16-bed cottage on the Bowness Campus, wrapping up the campaign with Bowness #3, an 8-bed secure cottage. Bowness #2 and #3 will cost an estimated \$25 million as we continue to analyze and learn the impact of therapeutic healing spaces, informing the best in practice design.

Your generosity today helps build the next century of care. It ensures that every child who walks through our doors is met with a space that says: You are safe. You are valued. You belong.





**“ Built my family back up
from the anxiety of our
child's mental health.**

– Parent

Program support fund goal: **\$3M**

In addition to capital costs associated with modernizing and expanding our facilities, we also must continue to ensure that young people have **access to supports** that go far beyond the temporary shelter.

On-going specialized treatment and recovery support is unique for young people, and one more way that Wood's Homes can be here for them, on their mental health journey, **Through It ALL**.

\$3M, over five years, will provide a continuum of support for young people who require **immersive on-site care**.

Examples of program investment include:

Parkdale: \$1M

Parkdale program fund will increase access to much needed and specialized therapies, including recreational and occupational therapy including music, art, play therapy and sensory environments.

Bowness: \$1M

Bowness Program Fund investments will enhance therapeutic, recreational, and educational opportunities through expanded hands-on learning, improved library resources, and growth in adult development programming. The fund will also support psychoeducational assessments and Indigenous initiatives that strengthen learning outcomes and cultural connection for young people.

Research Chair: \$1M

The Wood's Homes Research Chair strengthens the mental health system by preparing professionals with practical, trauma-informed skills before they support children in crisis. Continued investment ensures this simulation-based, innovative training reaches more communities, improving stability and care for children and families.

**“ Told me we would get
Through It **ALL** together.**

- Client



Whose mental health will you be **supporting**?

- Only 1 in 5 children who need mental health services receives treatment
- Mental health disorders in youth are the 2nd highest hospital care expenditure in Canada
- Research shows that with earlier intervention, children will more likely return to positive mental health
- As of December 2021, 9,889 children and young people in Alberta were receiving ongoing intervention services, with more than 80% (7,985) living in out-of-home care
- 50% of Therapeutic Campus-Based Care clientele are Indigenous peoples, including Indigenous peoples of First Nations, Inuit, and Metis ancestry across Canada, reflecting 78 distinct Nations and communities
- Young people aged 15 to 24 are more likely to experience mental illness or substance use disorder than any other age group

In partnership with Alberta Health Services for over three decades, Wood's Homes is part of the **continuum of care** alongside our community partners



Alberta Children's Hospital



“Encouraged my child **to be the best they can be**, helping them improve their self-esteem.

- Caregiver

Invest in the **long-term solution**

21st-century care requires safe facilities that foster a therapeutic environment. These new facilities will:

- **Improve outcomes** for the most vulnerable, who are at risk for repeated hospital stays, incarceration, or homelessness
- **Increase capacity** of immersive care beds by 28% (from 64 to 82)
- **Create cultural connections** that support healing, knowledge sharing, and community
- **Increase safety**, privacy, accessibility, and energy efficiency
- **Respond to the growth** demand and long wait times for specialized treatment referrals

Long-term sustainability is part of our campaign goal. Capital maintenance costs and operating expenses are included in our on-going government contracts. Demand far exceeds our current capacity, and, as hospitalizations increase, so has the request for our services.

“ It was [amazing] to **prioritize family**. The focus on solidifying a strong family system, that works for all of us. I saw it as a ‘retreat’ to learn about each other as individuals, then how to be a family. **From crisis** – a constant state we lived in – **to a calm peace**. We are moving forward rather than in a loop.

– Whole Family Treatment Client, Step Father

“ I wish everybody could see the young clients the way I see them: they’re flawed, but amazing. I arrived at work the other day and one of the kids ran out of the building in his pyjamas and bare feet, for no other reason than he was delighted to see me. This is a kid who has been hurt – he doesn’t trust, **but he trusts me**.

We’re helping to rewrite the story for everyone who comes through our doors. **They are worth fighting for.**

– Program Manager



What would you give to **save a child's life**?

When you give to this campaign, you are showing a young person with mental health challenges, and their family, that:

- They **matter**
- They **are heard**
- They **deserve the best care possible**
- They can be **hopeful about the future**
- Together, we will **never give up**





**Help us ensure access and programs for
families and young people who require
immersive, on-site care.**

Bryan Goehringer

Director, Community and Philanthropy

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Charitable Number: 891849218 RR0001