



ANNUAL REPORT



20

A YEAR OF
GROWTH & RESILIENCE

25



MILITARY FAMILY
SERVICES PROGRAM



PROGRAMME DES SERVICES
AUX FAMILLES DES MILITAIRES



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Community Strength through Family Strength

Welcome to our Annual Report, a showcase of our work, for the general betterment of life for military families.



Board Chair's Message

Resilience, Progress, and Gratitude

Dear Stakeholders,

As Chair of the Board of Directors for the Military Family Resource Centre, I would like to reflect on a year of progress, resilience, and unwavering community support.

I want to begin by offering sincere thanks to our funders. Your continued investment in our organization has allowed us to maintain and grow services that truly matter to military families. Thanks to your support, we've been able to strengthen our programming, respond to evolving needs, and remain a stable presence during times of uncertainty. Your generosity fuels everything we do—thank you for standing with us.

To our dedicated staff: thank you for your passion, your hard work, and the care you bring to your roles each and every day. You are the heart of this organization. You show up not just with skill, but with compassion and a deep understanding of the unique challenges military families face. Your dedication makes a real and lasting impact.

We are also incredibly grateful to the Wing Commander and the wider chain of command. Your collaboration and ongoing support ensure that we remain aligned in our efforts to serve those who serve. Your leadership has created space for the MFRCS to thrive, and for that, we are truly thankful.

To our fellow board members, partners, and community members, thank you for your time, insights, and commitment. Our strength lies in the connections we build together.

As we move forward into another year, we remain focused on the well-being of our military families. Their resilience inspires us, and their needs guide our mission. With your continued support, we look forward to expanding our reach and deepening our impact in the months ahead.

Thank you all for being part of this important journey.

Sincerely,

Amanda Hillock

Chair

4 Wing MFRCS Board of Directors



Executive Director's Message 2024/25

Aligned with the Services for Military and Veteran Families Strategic Framework 2020+

Dear Stakeholders,

It continues to be a privilege to serve the families of **CFB Cold Lake**, now marking **eight years** in this role. In 2025, our work at the **Military Family Resource Centre Society (MFRCS)** remained focused on supporting families through programs, services, and events that reflect the evolving needs of our military and defence team community.

Strong Resilient Families

This year, the MFRCS served 1,905 individuals, participating in a total of 6,503 program interactions. Our events and services are designed to strengthen the connections that hold families together, especially during times of change. Popular programs like Mother's Day Flowers, Father's Day, Military Family Appreciation and Welcome Event, Halloween Hootenanny, Fantasy Ball, Valentine's Day, Christmas Family Photos, Storytime with Santa, and Home for the Holidays were again highlights of the year.

We also launched new initiatives aimed at resilience and inclusion:

- Little Sprouts provided preschool-aged children and their parents a creative space to connect and play.
- Night Out Loud created a safe, social opportunity for the 2SLGBTQI+ community and allies.
- Couples Nights were introduced and quickly became a favourite.

Our Kid's Club (ages 6–9) thrived, and our Tutoring Program delivered 989 sessions to 50 children, helping build confidence and academic skills.

Well-Supported Transitions

The Welcome Centre continued to assist both new and long-standing military families with navigation support and access to local services at every life stage.

Our Mental Health Services provided:

- 322 counselling sessions
- 4 referrals to Strongest Families Institute for parenting support

Programs like the Deployment Appreciation Dinner and peer-based events helped reduce isolation and recognize the unique demands military families face.

Increased Access to Services

We were proud to offer high-quality, accessible programming across a wide spectrum:

- Craft, paint, sewing, and scrapbooking nights
- High-demand training in First Aid, Babysitting, Suicide Prevention, Leadership, and Conflict Resolution



Executive Director's Message 2024/25

Aligned with the Services for Military and Veteran Families Strategic Framework 2020+

Our child care programs remained in high demand:

- Preschool care provided over 180,000 hours at full capacity
- Out of School Care delivered 14,300 hours

Due to long waiting lists, and thanks to the support of 4 Wing, expansion is underway to create 40 additional preschool spaces. Child care fees were set at \$326.25/month, as directed by the Minister of Jobs, Economy and Trade (Alberta).

Informed, Empowered Families

Our programming focused on both practical life skills and community connection—giving families the tools and confidence they need to thrive.

Whether through workshops, child development activities, or mental health services, we worked to ensure families had clear pathways to support.

We also upgraded infrastructure to enhance service delivery:

- A second stove was added to the Main Kitchen to support food programming
- A commercial dishwasher was installed in the annex for child care use
- Security cameras are being installed in the Youth Centre and Preschool classrooms

Collaborative, Coordinated Approach

All of this is only possible thanks to the collaboration between our staff, 4 Wing leadership, community partners, and families themselves.

As we look to the year ahead, we're excited about:

- Opening 40 new child care spaces
- Continuing to build resilient, connected families
- Growing our inclusive and responsive programs

Thank you for the opportunity to serve. I remain committed to ensuring the MFRCS remains a place where families find support, connection, and strength—no matter where they are on their journey.

Floyd Perras

Executive Director
4 Wing MFRCS



Celebrating Successes

Inspiring Progress

↑ 1,905

Number of individuals participated in MFRCS events, an increase of 711 individuals from the previous year!

↑ 1 New Website

We were thrilled to launch our brand-new website in October 2024, an exciting milestone in our ongoing mission to better serve military families.

↑ MFRCS Online Clothing Store

We're excited to share something new this year! We've partnered with K3 Promotions to create our very own MFRCS Online Clothing Store, giving you the opportunity to choose items that best suit your style - all featuring the MFRCS logo.

↑ 1 New Policy implementation

At 4 Wing MFRCS, we strive to do our best in serving our community with integrity, compassion, and professionalism. While we aim to get it right the first time, we recognize that there may be times when we fall short of our goals. We value feedback, including complaints — as an opportunity to learn, improve, and strengthen the trust placed in us. So we've implemented a New Complaints Policy!

↑ 3 New Programs

We also launched new initiatives aimed at resilience and inclusion - Little Sprouts, Night Out Loud and Couples Night!

This past year (2024–2025), we really focused on supporting our team - especially when it came to recruiting and keeping great staff. Being in a unique geographical area with a fast-paced, sometimes shifting labour market comes with its challenges, but we made some great progress.

Supporting Our Team





A Message from HR

Supporting Our Team

This past year (2024–2025), we really focused on supporting our team - especially when it came to recruiting and keeping great staff. Being in a unique geographical area with a fast-paced, sometimes shifting labour market comes with its challenges, but we made some great progress.

Dayforce

It was also our first full year using our new payroll and HR system, Dayforce. Dayforce has been a game-changer in helping us manage staff time, benefits, pensions, and vacation all in one place. We're almost done rolling out the Recruitment and Onboarding features, which will allow us to handle job postings and applications right through our website—making things much easier for both HR and candidates.

Who We Are

We had an average of 60 employees throughout the year, including:

- 38 Child care staff (a mix of full-time and part-time), including a strong leadership team: Child care Manager, Child care Coordinator, and 3 Lead ECEs
- 13 Core staff
- 4 Youth staff
- 5 Tutors (term positions)

Additionally, we were able to access the Canada Summer Jobs grant in 2024, which helped us bring on five extra summer term staff. This was a big win—it meant our full-time team could take some well-earned summer vacation without added pressure.

Staff Training & Development

We're proud to support our team as they grow in their roles and gain new certifications. Here is a breakdown of our Early Childhood Educator certifications by percentage:

- Early Childhood Educators - Level 1 – 46%
- Early Childhood Educators - Level 2 – 11%
- Early Childhood Educators - Level 3 – 43%

For our Core staff, there was some movement this year with a few new hires and internal role changes. We're always reviewing our positions to make sure they reflect the evolving needs of the organization.



A Message from HR

Supporting Our Team

We also made sure staff had access to some great learning opportunities this year, including:

- MFRCS Code of Conduct training
- MFRCS Privacy Code training
- Conflict Management and Communication Workshop
- ASIST (Applied Suicide Intervention Skills Training)
- Burnout Prevention and Recovery

These sessions help us grow both professionally and personally and ensure we're staying aligned with our values and responsibilities as an organization.

Wellness & Appreciation

Keeping staff engaged and feeling appreciated is important to us. At the end of summer, we hosted our annual Staff Appreciation Luncheon, where every team member received a thank-you gift. We also took time to celebrate long-service awards—a great way to recognize the dedication and years of hard work many of our team members have given.

Marni Forster

Marni Forster

Human Resources Manager
4 Wing MFRCS





We want to thank our generous sponsors and donors for their ongoing funding in 2024-2025.

Recognizing our Sponsors and Donors





A Message from Fund Development

Since I began my role as the 4 Wing MFRCS Fund Development Manager in 2016, I have witnessed significant changes in how sponsors and donors choose to support our organization. As our programs, services, and events have expanded in the past 9+ years, so too has the level of commitment and investment of our community stakeholders.

What once was a handful of sponsors and donors has now grown to a strong and steady group of ongoing partnerships that are active, engaged, and invested in the 4 Wing MFRCS' vision to improve the lives of our military members, veterans, and their respective families.

Whether the funding is \$500 from a donor to buy treats for the Moms and Dads in our child care program or \$100,000 from a sponsor in support of Programs and Events, the rationale is the same. They believe in us. They believe in what we do. They believe their funding will have an impact.

And it most certainly does!

Some donations or sponsorships are for a single annual event, while others cover a variety of programs, services and events. Some funding applications are complicated and time-consuming, some funding builds on the successes of prior years, and some are bolts out of the blue, typically with a very short turn-around time!

Regardless of the way in which the funds are raised, all of our sponsors and donors understand and appreciate that their support makes a difference in the well-being of our community.

Stewardship is an integral part of fundraising and one of my favourite aspects of my job. While it is certainly exciting and validating to bring in much-needed funding, whether it is new, returning, or increased, it is also important that I ensure our sponsor and donor deliverables are met, that I communicate with them before, during, and after a program or event, and that they feel they got the 'bang for their buck.' After all, they are not just funders, they are our partners, our community, our connection.

In the past, fundraising was more about data and numbers and stats. While these things still have their place, the shift is now to highlight the impact the funding has on the people who benefit. Our sponsors and donors love to hear the 'Impact Stories'! I routinely get goosebumps when I write a funder about a young child who is now doing well in school after struggling for years, or about a father who surprises his son with (free) hockey tickets, or the beautiful smile on a woman's face when she's presented with a handmade quilt to comfort her on her cancer journey.

Fundraising can be exciting, maddening, rewarding and all consuming, but never boring! I'm proud of the work we do at the 4 Wing MFRCS. We're real people doing real things for the community we serve.

Judith Chance

Fund Development Manager
4 Wing MFRCS



We want to thank our generous sponsors and donors for their ongoing funding in 2024-2025. Without your support, a number of our programs would not happen. We truly appreciate each and every one of you and look forward to growing our relationship with you in the coming years. Together, we make a difference!

Sponsors \$100,000 +

- Cenovus Energy

Sponsors \$50,000+

- Edmonton Oilers Community Foundation and Oilers Entertainment Group

Sponsors \$25,000 +

- Canadian Natural
- Military Family Support Society
- Canada Summer Jobs Grant

Sponsors \$10,000 +

- Canada Company
- Top Aces

Sponsors \$5,000 +

- Lakeland Co-op
- True Patriot Love

Sponsors \$2,500 +

- 4 Wing Chaplains
- Honourary Colonel Andrew Abbott

Sponsors \$1,500 +

- VOREP

Sponsors \$1,000 +

- Miscellaneous Donors



Total Fundraising Amount
including Gifts In Kind: **\$316,995**



Overall Event Participation Driving Connection

Our events are continuously proving to be a great source of connecting, keeping morale up and so much more!





Event Performance Statistics 2024/2025

1,905

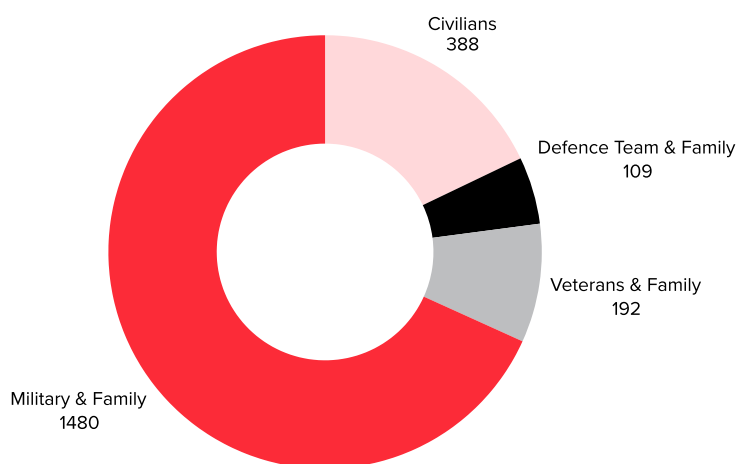
Number of individuals
participated in MFRCS Events

6,128

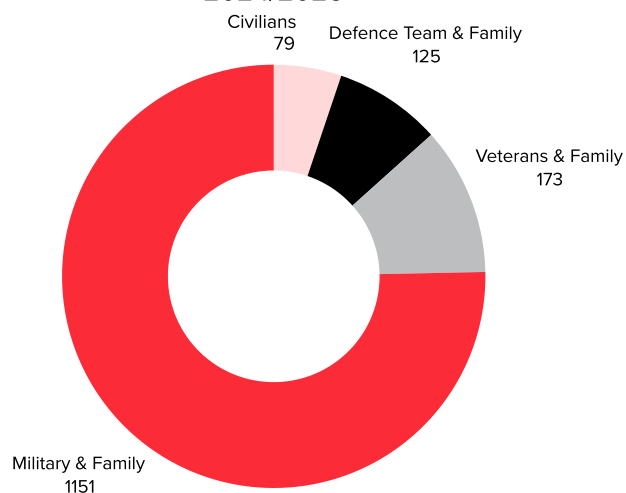
Individuals Attended At
Least One Event

Individual Demographics

2023/2024

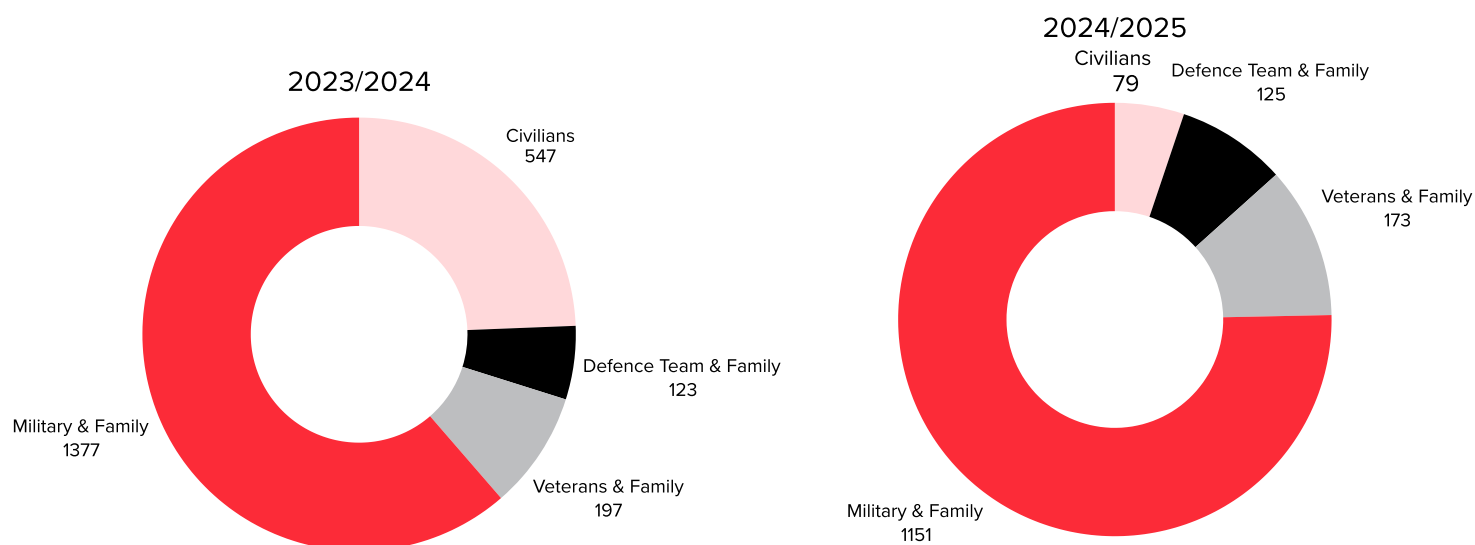


2024/2025

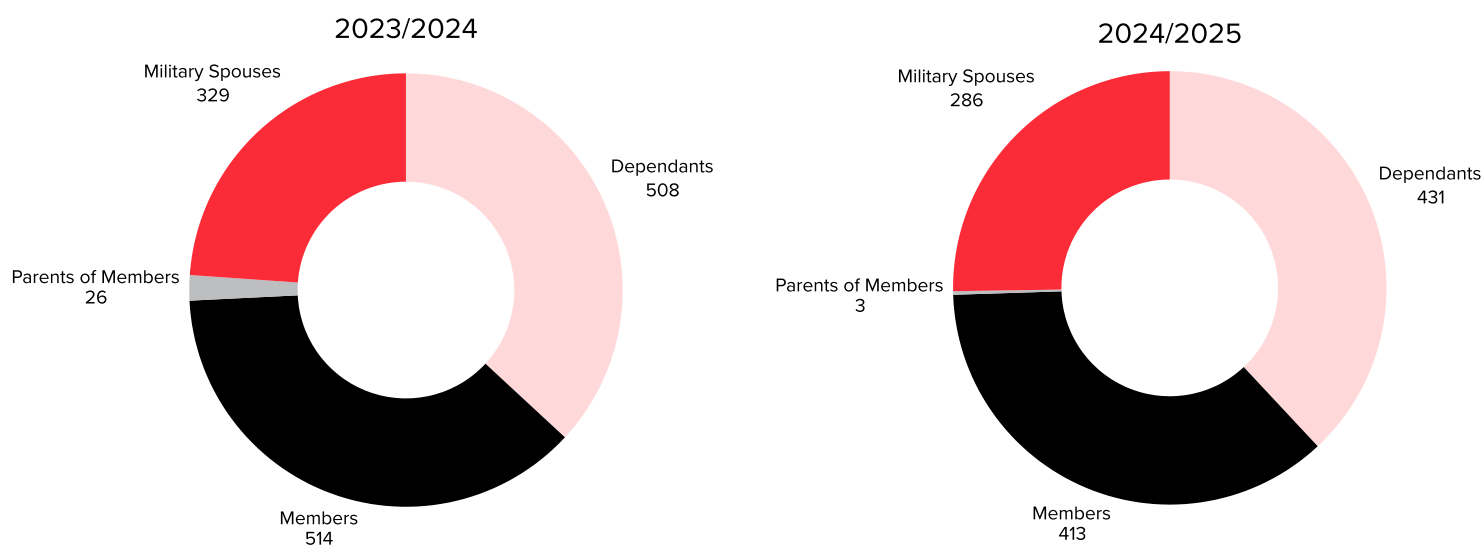




Individual Demographics for people who attended a minimum of 1 event



Military & Family demographic who attended a minimum of 1 event



Adult Programs Driving Participation

Our Adult programs are designed to uplift, support, and strengthen the lives of military and veteran families in Cold Lake. From creative family events to community-building initiatives, we're proud to offer inclusive, engaging opportunities that reflect the heart of our mission. This year, we introduced new programs, expanded popular offerings, and continued to adapt to the needs of our community with compassion and creativity. These programs are available for adults 18 and older, except for a few that welcome participants 16 and older.





“The valentines paint your spouse night was a hoot!!”

Adult programming

Total attendance per program

↑ **236**

Sew & Sew

↑ **216**

Crop Haven

↑ **74**

Couples Night (NEW)

↓ **65**

First Aid 2-day Course

↓ **60**

Paint Night

↑ **54**

Craft Night

↑ **46**

2SLGBTQI+ & Allies
(NEW)

↑ **40**

Valentine's Day Paint
Night (NEW)

↑ **35**

First Aid Recertification



Adult Programming

Highlights

Couples Night

This year, we proudly introduced a highly requested addition to our programming—Couples Date Night. Scheduled on Friday evenings, this event provides couples with an opportunity to unwind and reconnect while taking advantage of our After Hours Care, making it easier for parents to enjoy a well-deserved evening out. We officially launched the program in March, and it was met with such enthusiastic participation and positive feedback that we're excited to extend it into the 2025–2026 programming season. Couples have truly appreciated this opportunity to prioritize their relationships in a fun, engaging, and supportive environment.

Night Out Loud

Another exciting addition to this year's programming was the launch of Night Out Loud—a monthly event designed to bring together members of the 2SLGBTQI+ community and their allies for evenings filled with creativity, connection, and fun. Each month offered something new, from in-person music bingo to painting nights, candle and dreamcatcher making, and relaxing Chat & Chill sessions. The variety of activities created a welcoming space where participants could express themselves, build community, and enjoy a vibrant night out. The response has been incredibly positive, and we look forward to growing this initiative in the seasons to come.

Valentine's Day Paint Night

Our Valentine's Day event was an unforgettable evening of creativity and connection! Couples joined us for a playful "Paint Your Partner" activity, where artistic experience ranged from seasoned painters to enthusiastic beginners. The blend of talent—and hilariously honest portraits—made for a night full of laughter, love, and light-hearted fun. With 20 couples in attendance, the room was buzzing with joy, brushstrokes, and unforgettable memories. It was a perfect reminder that love, like art, doesn't have to be perfect to be beautiful.

Tutoring Program Driving Academic Success

We provide free tutoring support for Military, Veteran and Defence Team children who are struggling to keep up with their education.





“This year, the children grades at the school improved significantly.”

Tutoring Program Yearly Attendance

2024

Unique Users
50



Sessions Attended
989

Subjects Covered (need updated numbers)

37.5%
English

12.5%
French

77.5%
Math

Tutoring Program

Highlights

Tutoring Program Summary (2024–2025)

The Tutoring Program had a strong year of growth, connection, and learning. From the very first sessions in October, families and students have enthusiastically embraced the program. Parents expressed how much they valued the session reports and open communication, and many even added extra sessions each week. Tutors created such an engaging learning space that students often stayed past the hour, eager to finish their work and reluctant to leave.

January brought renewed energy after the holiday break, with students, especially our high schoolers - tackling exams and welcoming their new semester with confidence. Families demonstrated incredible commitment, with no mid-year withdrawals, and all grade levels showed impressive academic progress.

While February presented some challenges in terms of attendance due to extreme weather, school closures, and seasonal illnesses, the students who attended made excellent progress in their studies. Families continued to share positive feedback, affirming the program's value during these quieter weeks.

By March, participation was on the rise again as we approached the end of the school year. Adjustments such as combining high school sessions boosted overall attendance, and the introduction of a small snack bar created a welcoming touch that kept students focused on reading and writing rather than hunger. The sense of community within the program has continued to grow, with both students and tutors thriving in a supportive and encouraging environment.

The 2024–2025 school year has been a meaningful journey of academic growth, resilience, and strong family partnerships. We are excited to carry this momentum forward into the upcoming year, building on the success and spirit that make the Tutoring Program such a valued part of our community.



Youth and Children Programs

Driving exploration & learning

The Youth Centre is more than just a place to play. It is a supportive hub where children aged 6 to 12 can explore, learn, and grow in a safe and welcoming environment. Built with the unique needs of military families in mind, the centre provides consistency, connection, and community for children facing the challenges of relocation, parental deployments, and shifting routines. The Youth Centre remains committed to creating a safe and supportive space for military-connected children to thrive, grow, and just be kids.





“It was such a wonderful family event, filled with great moments and memories. What made it even better was that it was completely free, which made it all the more special for everyone.”





Youth and Children Yearly Attendance

2024

Unique Children Registered (Ages 6-12)
146



Sessions Attended
1069

↑ **119**

Fantasy Ball

↑ **74**

Babysitting Course -
Youth Trained

↑ **36**

Little Sprouts
(February and March
events)

↑ **33**

West Edmonton Mall
Bus Trip



Youth and Children Programs

Highlights

Babysitting Courses

Our programming this year focused on building confidence, developing life skills, and creating positive, lasting memories. One of our biggest successes was the delivery of three Babysitting Courses, with 74 youth participating. These sessions equipped kids with practical tools in child care, safety awareness, and leadership, helping them take on new responsibilities with pride and readiness.

Little Sprouts

We also introduced Little Sprouts, a monthly parent-child program for children five and under. With a focus on sensory play, creativity, and early learning, this initiative supports strong family bonds and social development in a fun, nurturing space.

STEM Based Programming

Our STEM based programming (science, technology, engineering, math) was a standout hit this year, capturing imaginations and fueling discovery. Young minds were fully engaged as they built circuits, explored coding, launched mini engineering projects, and got hands-on with exciting science experiments. These experiences made learning feel like an adventure empowering the kids to think critically, work as a team, and gain confidence in their abilities.

Fantasy Ball

This year's Fantasy Ball embraced a magical Woodland theme, transforming the venue into an enchanting forest filled with twinkling lights, natural elements, and whimsical charm. Designed for all ages, the event brought together families and children for an afternoon of celebration, imagination, and community connection.

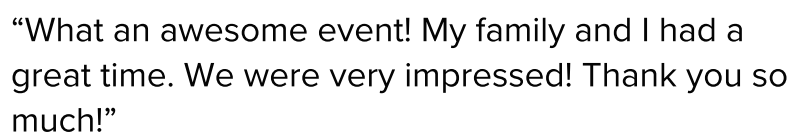
Highlights of the afternoon included themed crafts, music, a lively dance floor with a DJ, and an interactive 360 photo experience that gave guests a fun way to capture the magic. One of the most memorable moments was the costume parade, where children proudly showcased their creative woodland-inspired outfits. From fairy wings to forest creatures, the costumes and decorations added to the immersive atmosphere.

Welcome Centre

Driving a sense of belonging

The Welcome Centre has continued its vital role in supporting Canadian Armed Forces (CAF) members and their families during significant transitions, including postings to and from Cold Lake, deployments, and medical releases. Our focus remains on providing timely, relevant information and fostering a sense of community connection.

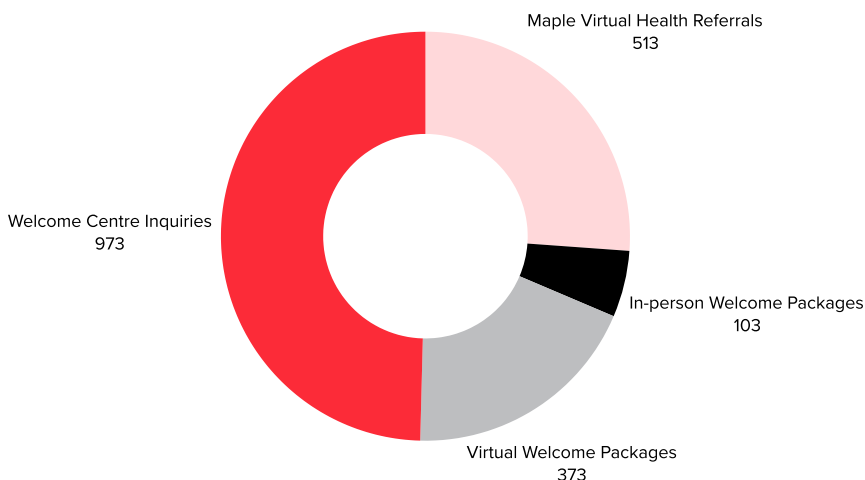




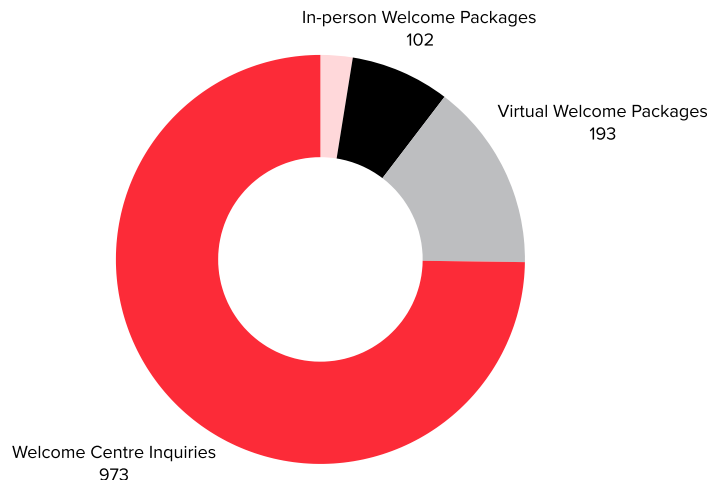


Welcome Packages & Inquiries Performance

2023/2024



2024/2025



Welcome Centre Yearly Attendance Per Event

↓ **194**Military
Appreciation Day↓ **123**Virtual Music
Bingo↑ **108**

Tabletop Game Nights

↑ **86**Deployment
Dinner↑ **79**

Women's Conference

↓ **71**Lakeland Cancer
Support Group↑ **46**Deployment Morale
Packages Sent↑ **43**Welcome Race
Event↑ **41**Community
Baby Shower↑ **13**Mental Health
First Aid Veterans Course



Welcome Centre

Highlights

Communication and Information Sharing

Over the past year, the Welcome Centre prioritized proactive outreach to posted-in members. Informational emails were sent to incoming families, offering essential details to help them settle into Cold Lake smoothly. This included:

- Comprehensive child care information, covering daycare services, before-and-after-school care, and summer programs.
- Guidance on registering for the Maple Virtual Health National Program, providing a one-year free subscription to support health and wellness needs.
- Detailed information about the local community, including schools, walk-in clinics, recreational facilities, and other community services.

Welcome Packages

To further support new arrivals, the Welcome Centre continued the distribution of Welcome Packages:

- In-person Packages: Families were invited to visit the MFRCS to pick up physical Welcome Packages.
- Virtual Packages: Many families received electronic versions of our Welcome Packages, ensuring accessibility regardless of circumstances.

Welcome Centre Space

The Welcome Centre remains a welcoming drop-in space designed for comfort and convenience. Amenities available to members and families include:

- Access to computers and printers
- DWAN computers for official use
- A children's play area
- A variety of brochures and magazines offering information on 4 Wing and the City of Cold Lake

Community Events

The Welcome Centre organized successful community events to foster connections and celebrate the military community:

Welcome Race Event

Designed to introduce new posted-in families to the community in a fun, interactive format. This event was a huge success! 12 families attended with 43 participants in total.

Military Family Appreciation Day Event

Held immediately following the Welcome Race. It was open to military members, veterans, Defence Team members, and their families. A range of wonderful activities were offered such as Bounce Houses, Stilt Walkers, and a Bubble Mania Show. We had a total of 194 participants for this event!



Welcome Centre Highlights

These events provided opportunities for families to build connections, access resources, and enjoy a sense of community spirit. These events weren't just about fun and information, they were our way of showing how much we value and appreciate CAF members and their families for all that they do. It's important to us that every family knows they're supported, welcomed, and recognized for the sacrifices they make in service to our country and community.

Programs and Events

Alongside our ongoing services, we were thrilled to offer a variety of programs and events that brought military and veteran families together, helping build connections, and provided moments of fun, learning, and support.

Virtual Music Bingo

Our monthly Virtual Music Bingo nights continued to be a hit, giving military and veteran families the chance to enjoy a fun evening from the comfort of their homes. Participants enjoyed music, laughter, and the excitement of winning prizes.

Tabletop Game Nights

Tabletop Game Nights were another great success, with a total attendance of 108 people over the past year. These evenings offered a fun way for members of the military and veteran community to connect and unwind.

Community Baby Shower

We were excited to host a Community Baby Shower for expecting and new moms. It was a fun-filled afternoon complete with snacks, games, gift bags, and, most importantly, opportunities for new parents to make meaningful connections within the community.

Lakeland Cancer Peer Support Group

Thanks to the generous support from Canadian Natural Resources Limited (CNRL), we were able to continue offering our Lakeland Cancer Peer Support Group. This group met monthly and provided individualized care and support to those who needed it most.

Women's Conference

Our annual Women's Conference was a beautiful day dedicated to the women in our community. Highlights included a keynote speech from Priya Shastri, engaging breakout sessions such as crafts, yoga, sound bath, and chocolate truffle making, plus light snacks and a delicious catered lunch. It was a wonderful opportunity for connection, inspiration, and relaxation.



Welcome Centre Highlights

Deployment Support

Supporting deployed members and their families remained an important focus this year. We offered assistance in many ways, including:

- Referring families to mental health resources to help navigate the challenges of deployment.
- Providing access to supplies through our Parcel Wrapping Station for sending care packages to deployed loved ones.
- Sending monthly warm line emails to stay connected and offer ongoing support.

In April 2025, we hosted a special evening to celebrate our Deployment Families. The event featured a delicious catered dinner followed by an exciting circus show, generously sponsored by Canadian Natural Resources Limited (CNRL). A total of 86 people attended, coming together to share laughter, good food, and community spirit in recognition of the sacrifices made by deployed members and their loved ones.

Additionally, we sent out a total of 46 Morale Packages to CAF members from 4 Wing MFRCS who were deployed on various operations during the Christmas holidays and Canada Day. These packages were a small token of our deep appreciation for their service and dedication to our country.

Veteran Family Program

This past year, we focused on supporting Veterans and their families as they transition from military to civilian life. One highlight was hosting a Mental Health First Aid Veterans Course, which brought together military members, veterans, family members, friends, relatives, and health professionals. This interactive workshop was tailored specifically to meet the unique needs of Canadian Armed Forces Veterans and those who care for them.

Throughout the year, we also provided ongoing support by answering questions and connecting Veterans and their families to various organizations and resources to help with their transition and well-being.



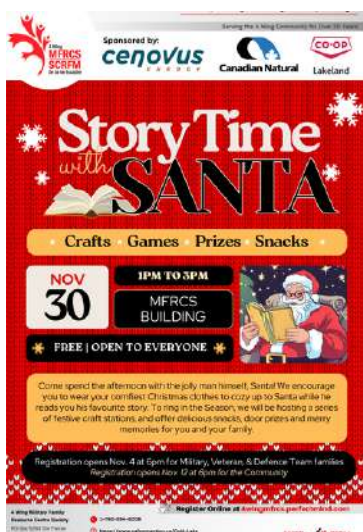
Morale Boosters provide the CFB Cold Lake Community with activities to create community, learn about the MFRCS services, and improve morale within the CFB Cold Lake Community. These consist of family events, adult-only events, and family-focused events.

Morale Boosters Driving Happiness





"I really like the new programming idea for craft nights and large family events great job this year. Loved the Father's Day event last year and the Christmas events. Such great service and the staff is so friendly and supportive."



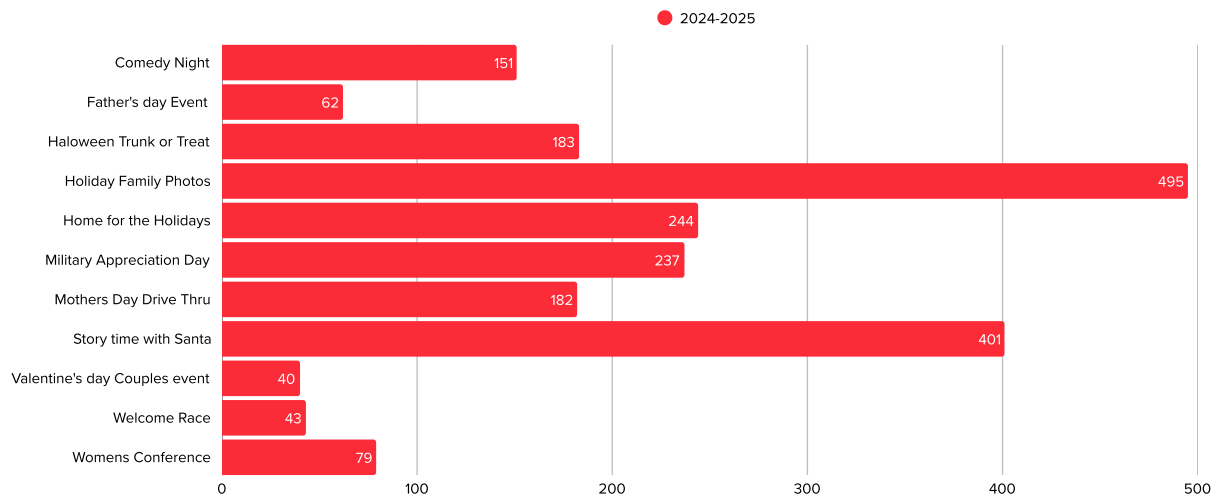
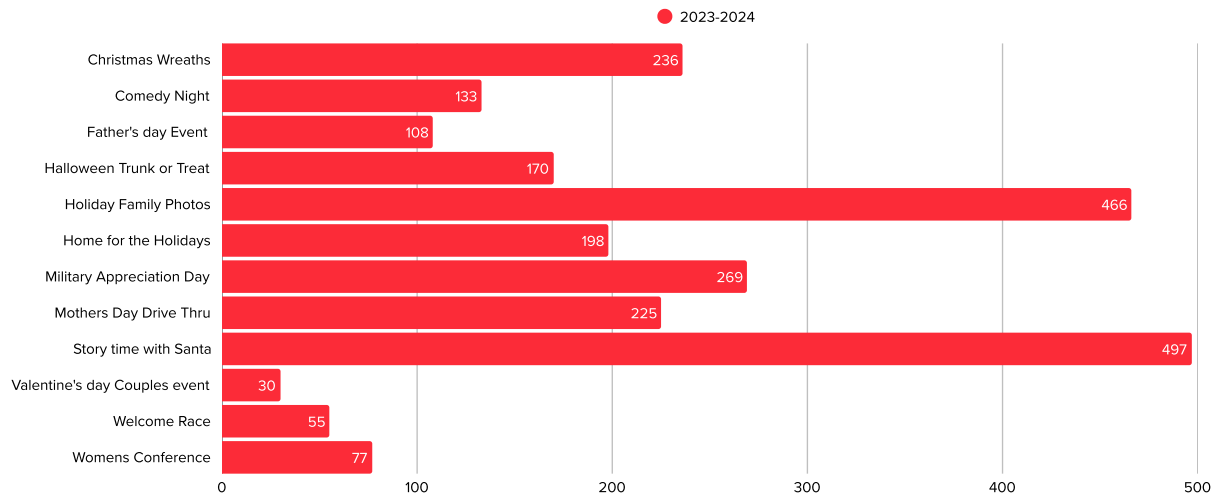
"Story time with Santa was wonderful experience for my family."



"My kids really enjoy all the special events such as story time with Santa and Halloween hootenanny!"



Morale Booster Events Performance



Morale Boosters

Highlights

Halloween hootenanny/ Trunk or Treat

Our annual Halloween Hootenanny was once again a tremendous success, with a total of 183 participants joining in the festivities. Families arrived dressed in their favourite Halloween costumes and enjoyed an afternoon packed with fun activities. Highlights included pumpkin painting, glitter tattoos, spooky sensory boxes, crafts for all ages, a candy popcorn bar, and a variety of snacks and drinks. This year, we also combined the event with our third annual Trunk or Treat, which featured six participating families.

Story Time with Santa

Story Time with Santa remains one of our most popular annual events. This year's theme, Toyland, brought festive cheer to all who attended. Families participated in a variety of activities, including a story reading by Santa Claus, accompanied by Mrs. Claus, crafts, writing letters to Santa, glitter tattoos, collecting paper hearts for the Grinch, and enjoying holiday-themed beverages and snacks. This year, we welcomed 314 attendees from the Military, Defence Team, Veterans, and their families, along with an additional 87 community members who joined in the celebration.

Home for the Holidays

This year's Home for the Holidays in-person dinner saw our highest attendance to date, with 244 military and veteran family members joining us for a delicious, traditional Christmas meal. Designed especially for families spending the holiday season in Cold Lake, the event provided a welcoming and festive atmosphere filled with warmth and community spirit. Families expressed heartfelt appreciation for the opportunity to gather, connect, and celebrate together—many noting how meaningful it was to have a sense of home and holiday cheer while being away from extended loved ones.

Christmas Wreath

Our Christmas Wreath Giveaway is a much-anticipated annual tradition for our military, veteran, and Defence Team families. Each year, this festive initiative brings smiles and holiday spirit by offering families a beautiful, fresh wreath to help kick off the season with cheer. This year, we were thrilled to distribute 185 wreaths, spreading warmth, joy, and a sense of community to those who serve and support our country.

Morale Boosters

Highlights

Father's Day Star Wars Event

This year's Father's Day theme was Star Wars. We featured the movie Star Wars: The Empire Strikes Back in the Wing Theatre. The families were greeted in the Foyer of the theatre by staff, volunteers and had the pleasure of experiencing an in-person appearance from none other than Darth Vader himself.

There was a delicious popcorn bar with an assortment of twelve different candy and chocolate toppings. There were many different options for refreshments for everyone to enjoy!

Alongside the movie playing in the theatre, children received glow sticks as mini light sabers, had opportunities to take a photograph with Darth Vader & colour in Father's Day Cards. Fathers received a ballot to have a chance to win one of the 3 raffle prizes offered.

Easter event

This year's Easter Egg Hunt was a delight and a huge hit once again, with 149 participants. Families engaged in an Egg hunt using the Goosechase App. They had clues to find, which were spread between the MFRCS building, Canex, and the Youth Centre. Families had two hours to complete the missions, and after completion, everyone mustered to the MFRCS Main Foyer for some chocolatey treats.

Family Holiday Pictures

Our Family Holiday Pictures are one of our absolute favourite traditions—and we loved spotting some of our snaps on our CFB Cold Lake members' Christmas cards, sent far and wide!

Of course, we couldn't forget the fur babies—because no family photo is complete without them! This year, we had 165 amazing (and very photogenic) families in front of our cameras. What a festive bunch!

First Flights Early Learning and Child Care Supporting Play, Participation, and Possibilities

First Flights Early Learning Services goal is to provide a holistic play-based inclusive learning environment for all children who attend our programs that meets the developmental needs of children in all developmental areas; physical - gross and fine motor, social, emotional, intellectual, and language.





A Message from First Flights Manager

Driving Development

As we reflect on the last year, I am incredibly proud of the dedication, creativity, and care our Educator team has brought to every aspect of our Early Learning and Childhood Care Program. Across our four Early Learning Centres, Out of School Care (OSC), and After-Hours Care. We have remained committed to providing nurturing, engaging, and developmentally appropriate environments for children to explore, learn, and thrive.

First Flights Early Learning Centre - MFRCS Site

This year, the children at our main site embraced each season with energy and joy. From splash park visits and field trips on the Cold Lake city bus in the summer, to sledding and snowy adventures in the winter, outdoor exploration has remained central to our programming. Educators fostered learning through nature-based play, seasonal crafts, and special event days like Halloween parades, Red Day for Remembrance Day, and St. Patrick's Day celebrations. The change in seasons also brought intentional learning experiences—whether through crafting Valentine's cards to promote kindness or using mud and puddles to encourage sensory exploration in spring. The children's adaptability was especially evident in March, as room transitions and new routines were welcomed with positivity and excitement.

First Flights Early Learning Centre - Annex Site

At the Annex, our infants and toddlers experienced a nurturing, playful environment filled with sensory discovery and early social engagement.

From watching the summer air show overhead, to nature walks and exploring loose parts in classrooms, the Annex team built strong foundations for learning through hands-on, child-led activities.

The children responded wonderfully to themed days and seasonal celebrations, and our Educators thoughtfully introduced age-appropriate concepts like love, friendship, and curiosity about nature. Room changes throughout the year were met with a smooth transition, thanks to the calm and responsive care provided by the Annex team.

Out of School Care (OSC)

The OSC program has continued to evolve into a space where school-aged children feel safe, valued, and empowered. The start of the school year in September was marked by intentional activities to ease anxieties, encourage peer connections, and build group identities. Monthly programming emphasized creativity, cooperation, and seasonal joy—from Halloween parties and winter crafts, to Valentine's celebrations and Rock Your Socks Day in March.

As the year progressed, children began taking an active role in shaping their own experiences through interest sheets and collaborative planning. This has allowed us to develop more meaningful programming and deeper learning stories that celebrate the strengths and interests of our mighty learners.



A Message from First Flights Manager

Driving Development

After-Hours Care

Our After-Hours Care program continues to offer families flexible, high-quality care outside of traditional hours. Relaunched in September, the program has created a cozy, playful atmosphere where children unwind and connect after a long day. Whether they were relaxing with friends, playing games, or engaging in creative activities, After-Hours Care provided a calm, consistent environment that parents have expressed deep appreciation for.

Summer Program Overview (July–August 2024)

Our Summer Program was a vibrant and adventure-filled experience that brought joy, exploration, and connection to every child involved. The season was jam-packed with exciting activities that made the most of the warm weather and the beautiful surroundings of Cold Lake.

Children eagerly participated in outings to the on-base splash park, and enjoyed taking the Cold Lake city bus to explore local parks and beaches. These off-site excursions not only encouraged physical activity and discovery, but also helped build confidence and a sense of independence. A highlight for many was our scheduled visits to the Youth Centre, where the children had access to new spaces, resources, and opportunities for fun and friendship. Their excitement was contagious—every time the Youth Centre was mentioned, the anticipation was palpable!

The Summer Program reflected our commitment to providing enriching, child-centred experiences that foster imagination, social connection, and joyful learning. It was a season full of laughter, movement, and meaningful moments that will be fondly remembered by children and Educators alike.

This past year has been a testament to the strength and heart of our child care team. Despite the changing seasons, room transitions, and new initiatives, our focus has always remained the same: to create safe, inclusive, and joyful spaces where children can grow. I am deeply grateful for the trust our families place in us and for the incredible team of Educators who make our programs truly special.

Here's to another year of strengthening connections, with families, fostering mighty learners, and helping imagination take flight!



Cheramie Smith

First Flights Child Care Manager
4 Wing MFRCS



Our Volunteers

Celebrating the Heart of 4 Wing Cold Lake

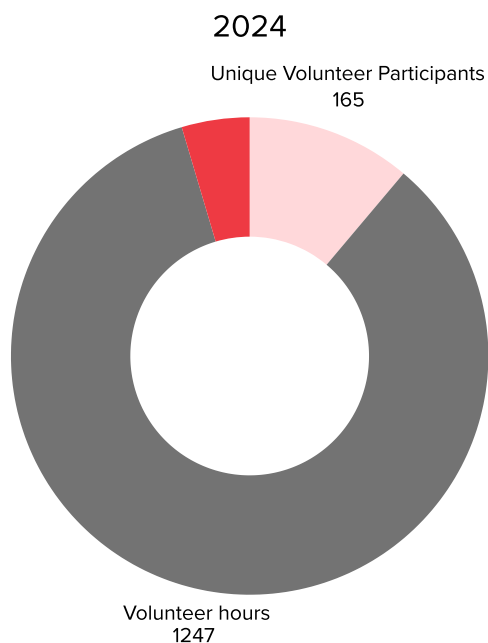
It is with deep gratitude and immense pride that we recognize the outstanding dedication of our volunteers at CFB Cold Lake.





“The volunteers do a great job.”

Volunteer Engagement Update





Volunteer Highlights

Our Special Volunteers

With deep gratitude and immense pride, CFB Cold Lake recognizes the outstanding dedication and contributions of its volunteers. These individuals have consistently gone above and beyond in service, not only advancing the organization's mission but also strengthening the fabric of the entire community. Their steadfast commitment, selfless sacrifice, and genuine care continue to define and elevate the volunteer program year after year.

In 2024-2025, the program welcomed 68 new volunteers - an incredible milestone that speaks to both the continued success of the initiative and the strong sense of community that exists within the base and its surrounding areas. This growth is more than a number; it reflects a culture rooted in leadership, unity, and mutual support.

Throughout the year, volunteers played an essential role in the planning and execution of every major event that contributed to morale, connection, and community resilience. From hands-on event support and leadership-based programs to broad community engagement efforts, their influence has helped shape the welcoming and inclusive spirit of CFB Cold Lake.

To acknowledge these exceptional efforts, the volunteers received special gift cards in 2024.

The contributions of these individuals have fostered a positive, healthy, and thriving environment—one where people feel seen, supported, and inspired. The ripple effects of their service are felt in every smile, every successful initiative, and every strengthened relationship within the CFB Cold Lake family.

Volunteers are not only the heart of this program, but the foundation upon which much of its success is built.

Mental Health Driving Mental Preparedness

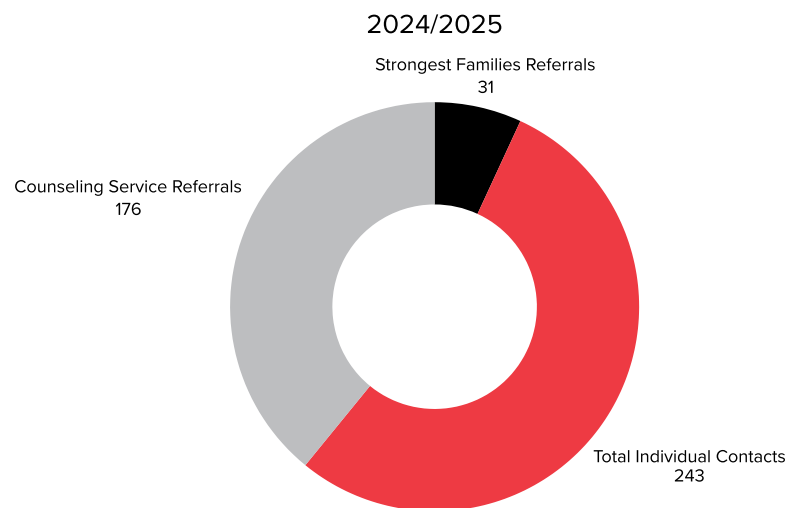
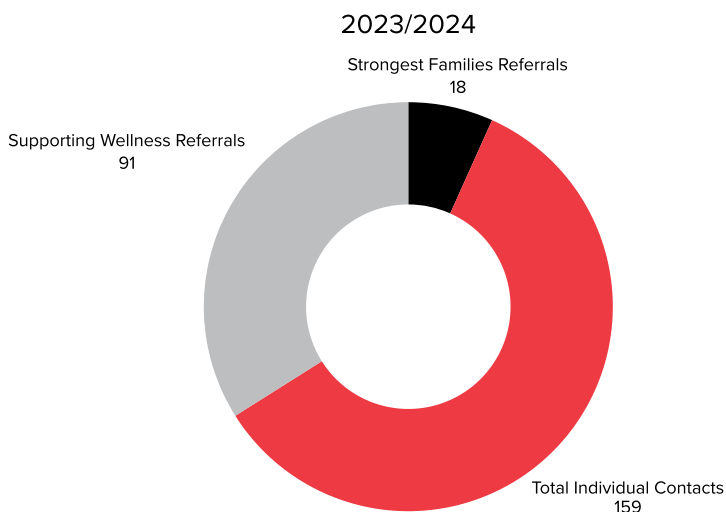
The Family Liaison Officer (FLO) provides dedicated support to families associated with 4 Wing, including all family members of Canadian Armed Forces (CAF) personnel—whether currently serving (Regular or Reserve Force), Veterans, or those in transition. This includes spouses, children, parents, significant relatives, or individuals who self-identify as family.





“Thank you for providing this course. Very needed.”

Mental Health Engagement





FLO Key Activities and Achievements

The importance of our Family Liaison Officer (FLO)

Operating through both the Transition Centre (TC) and the Military Family Resource Centre (MFRCS), the FLO assists families throughout all stages of a member's recovery, rehabilitation, and reintegration. Support is also provided during deployments, life transitions, and day-to-day challenges.

Key services delivered by the FLO include:

- Referrals to mental health services for both adults and children
- Navigation and referral to local and provincial support resources
- Short-term individual and family counselling
- Outreach support and follow-up
- Educational and prevention-focused programs, such as emotional regulation workshops
- Coordination of mental health education workshops, including suicide intervention and prevention training (e.g., ASIST)

The FLO plays a vital role in promoting the well-being and resilience of military families, ensuring they have access to the resources and support they need.

Family Liaison Officer (FLO) – Key Activities and Achievements

Direct Support to unique clients

Provided direct support to **243 unique clients** through various forms of engagement, including phone consultations, intake appointments, and Short-term Counselling.

Completed Referrals

Completed **26 referrals** to *Supporting Wellness* and **5 referrals** to the *Strongest Families* program to connect families with appropriate mental health services.

Monthly Meetings

Conducted **monthly meetings** with the co-facilitator of the *Lakeland Cancer Peer Support Group*, maintaining ongoing community engagement.

Mentor Social Work Diploma Students

Supervised and mentored two community social work diploma students from Portage College during their field placements.



FLO Key Activities and Achievements

Co-Chair of the Family Violence Advisory Team

Appointed as **Co-Chair** of the *Family Violence Advisory Team*, contributing to strategic planning and advocacy in family safety and well-being.

Emotional Regulation Education

Supported families in transition by delivering **emotional regulation education**, with a focus on practical application within the home environment.

Youth Mental Health Workshops

Organized and facilitated **Youth Mental Health Workshops** in local schools, covering topics such as Mental Health Awareness, Suicide Prevention, Skills for Being There, Stress Management, and Healthy Coping Strategies - reaching a total of **257 students**.

Parent Information Night

Coordinated a **Parent Information Night** to help caregivers understand and support youth in managing stress.

Ladies Night Out

Hosted the **First Ladies Night Out**, an evening focusing on healthy relationship communication and ended the night with some self-care activities. There were 25 participants.

DA Briefings

Delivered presentations during DA briefings, enhancing awareness and accessibility of FLO services.

Applied Suicide Intervention Skills Training (ASIST)

Organized and coordinated Applied Suicide Intervention Skills Training (ASIST) workshops, contributing to community suicide prevention efforts.

- Delivered 2 ASIST workshops
- 58 unique individuals trained in suicide intervention skills



4 Wing Website Driving Online Engagement

We were thrilled to launch our brand-new website in October 2024, an exciting milestone in our ongoing mission to better serve military families. Since its launch, the website has become a dynamic hub for information sharing, connection, and engagement. With improved accessibility, updated content, and a user-friendly design, it's now easier than ever for families to stay informed, access support, and get involved in our community.





4-wing MFRCS Website Performance Oct 2024 - March 2025

Page Views

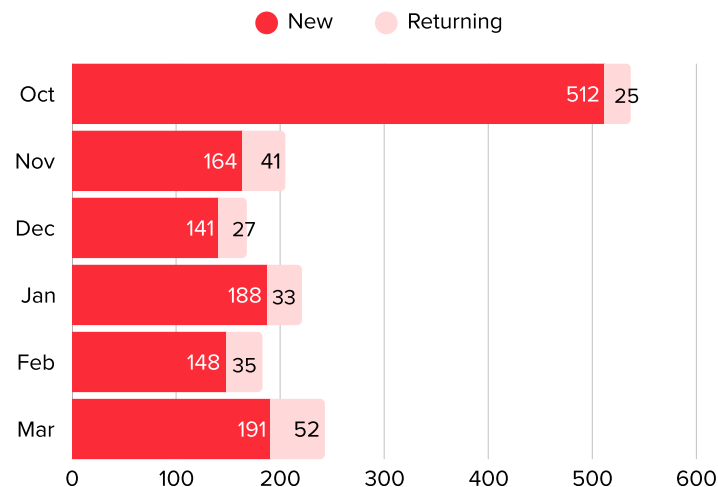
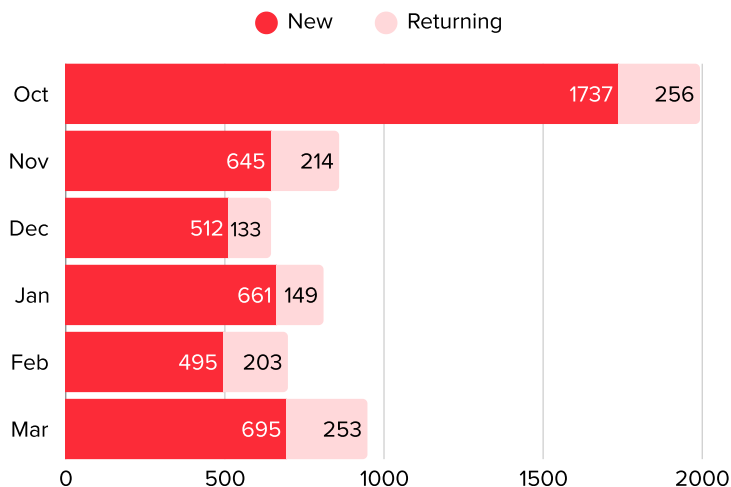
Page views represent the total number of times a specific page on our website has been loaded or refreshed by users. This metric helps us understand how much content is being viewed.

- *Page Views by New Visitors:* Counts the page views generated by users visiting our website for the first time.
- *Page Views by Returning Visitors:* Counts the page views from users who have visited the site before and are coming back.

Tracking these separately helps us see how different audiences engage with our content.

New vs Returning Unique Visitor

A *unique visitor* refers to an individual user identified by their device or browser. Within this group, a *new unique visitor* is someone accessing the website for the first time, while a *returning unique visitor* has visited the site previously and is coming back. Wix now separates these segments from the overall unique visitor count to provide clearer insights into both new and repeat audience engagement.

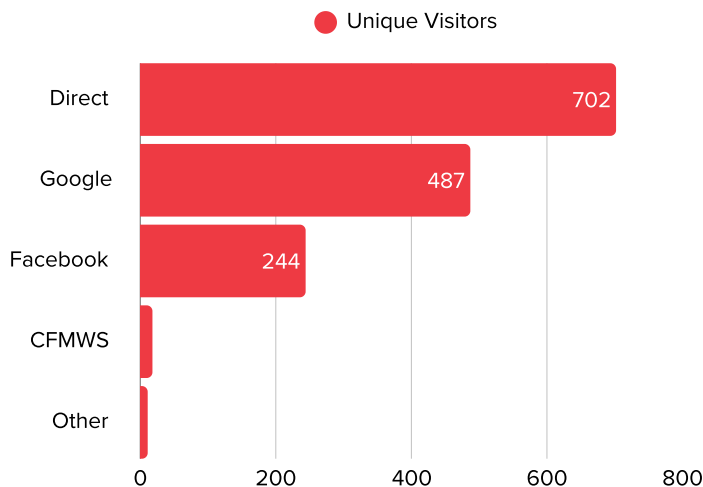




4-wing MFRCS Website Performance Oct 2024 - March 2025

Top Traffic Sources

Top traffic sources show where visitors come from before they arrive at our website. This can include search engines (like Google), social media platforms, direct visits (typing our website URL), or referrals from other websites. Understanding these sources helps us see which channels are most effective in driving visitors to our site.

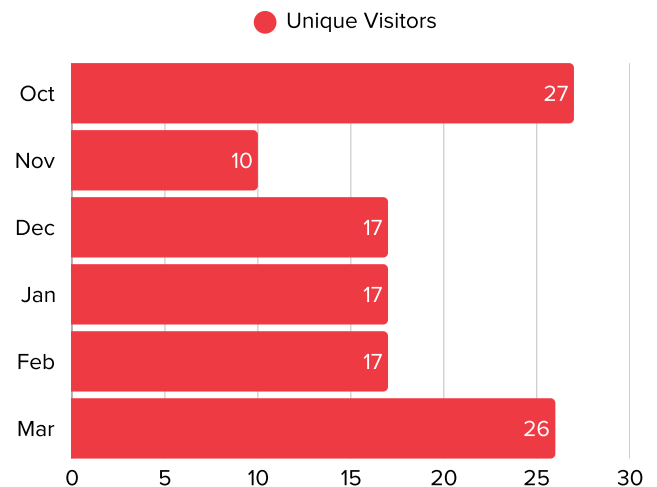


Lead Generation

This year, we began tracking website-based lead generation more closely to better understand how visitors engage with our content and reach out for support.

Connect With Us – Unique Page Visits (by Month)

This graph shows the number of unique visitors who accessed our Connect With Us page each month from October 2024 to March 2025. These visits indicate growing interest in learning more about our programs, services, or reaching out for support.

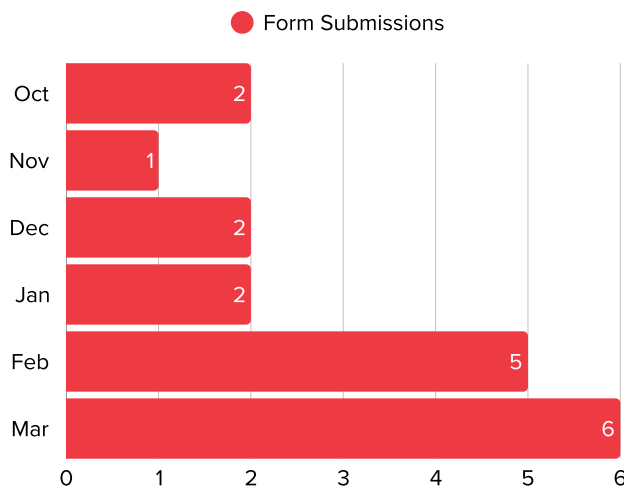




4-wing MFRCS Website Performance Oct 2024 - March 2025

Contact Form Submissions (by Month)

This graph highlights the number of completed form submissions from visitors who used the Contact Us form. These are meaningful engagements that reflect direct outreach and a desire to connect with our team. Together, these metrics offer valuable insight into how well our website is driving user interaction and building stronger connections with our community.



Website Performance

Key website performance highlights include strong traffic from both new and returning unique visitors, as well as steady use of key pages such as "Connect With Us," which continues to generate valuable leads and community interaction.

Going forward

Looking ahead, we will continue to monitor visitor behaviour to refine content, improve user experience, and ensure the website remains a relevant and responsive communication tool for our military community.

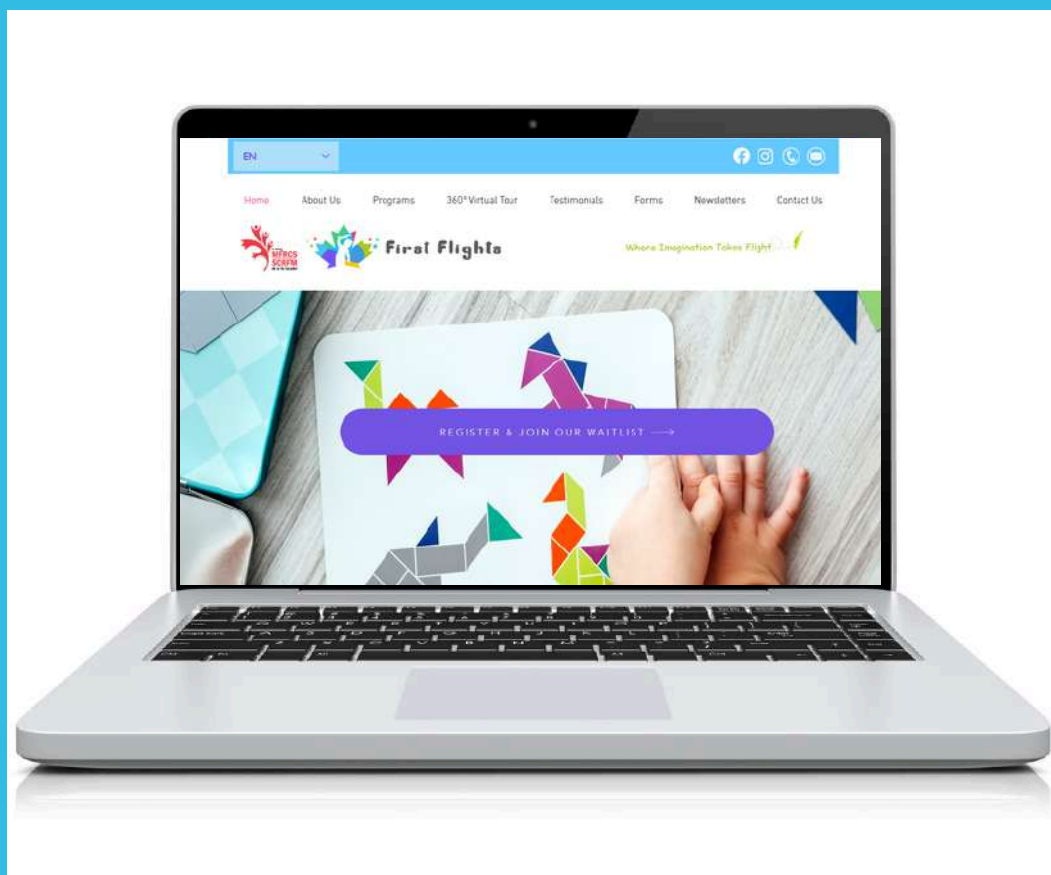
Website achievements

New website

Since launching our website in October 2024, we've seen a strong increase in engagement from military families seeking information, support, and connection. The site has quickly become a trusted hub for up-to-date news, resources, and program details. By improving navigation and accessibility, we've made it easier for users to find what they need and stay informed.

First Flight Website Driving Online Engagement

Our child care website continues to be a vital point of contact for parents, providing easy access to up-to-date information about all of our child care programs. As a trusted digital resource, it plays a key role in helping families stay informed, navigate program options, and connect with the support they need. Whether exploring enrollment opportunities or accessing important updates, parents rely on the website as a central hub for everything related to their child's care and early development.

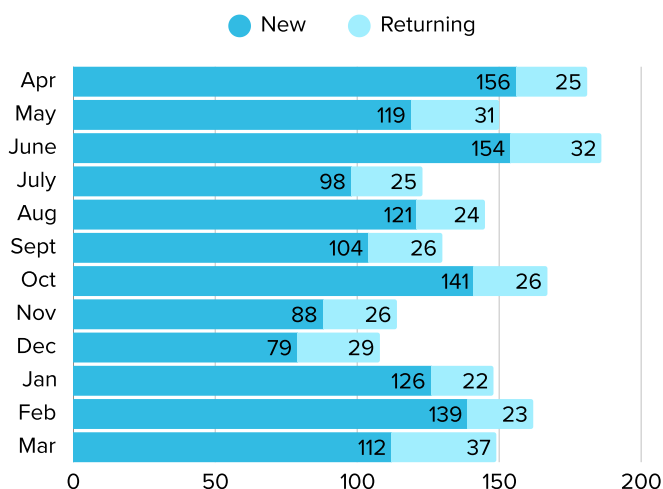


First Flights Website Performance

April 2024 - March 2025

New vs Returning Unique Visitor

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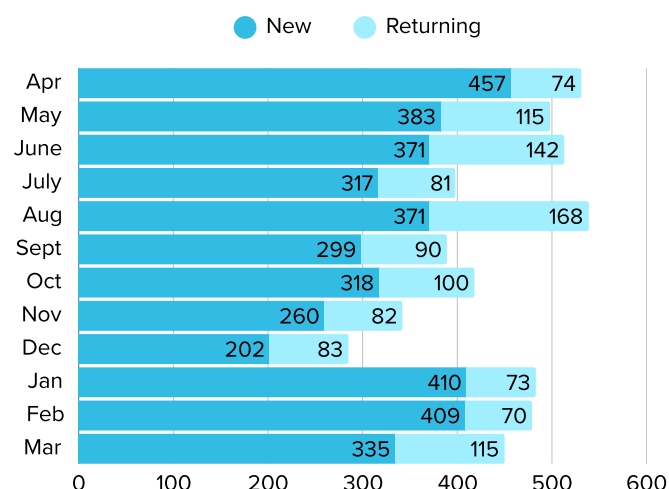


Page Views

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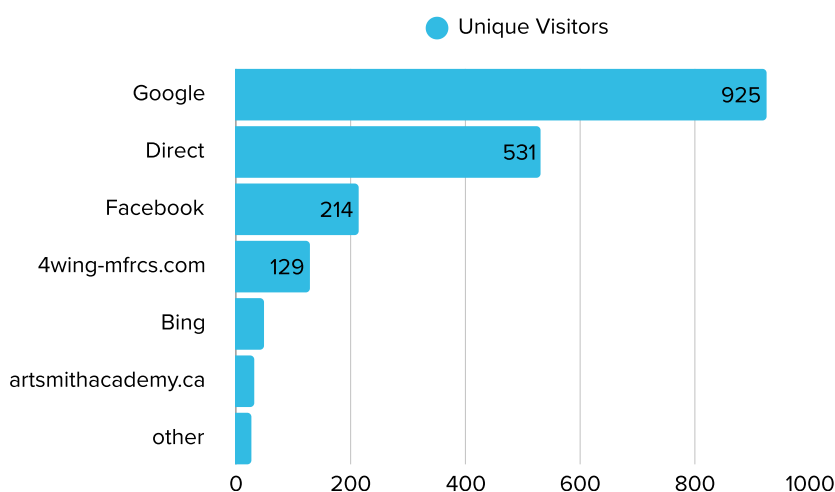
Tracking these separately helps us see how different audiences engage with our content.



First Flights Website Performance April 2024 - March 2025

Top Traffic Sources

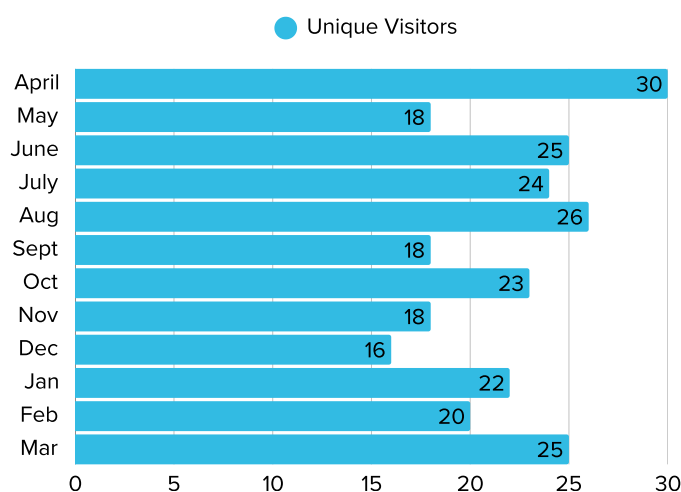
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Lead Generation

Contact us – Unique Page Visits (by Month)

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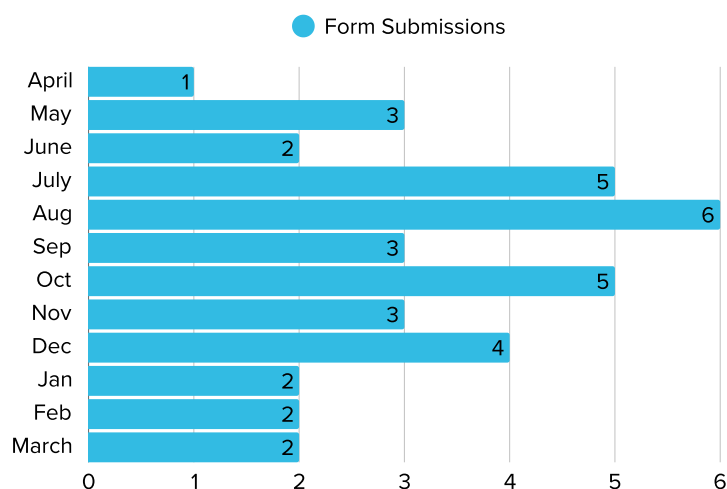


First Flights Website Performance

April 2024 - March 2025

Contact Form Submissions (by Month)

This graph highlights the number of completed form submissions from visitors who used the Contact Us form. These are meaningful engagements that reflect direct outreach and a desire to connect with our child care team. Together, these metrics offer valuable insight into how well our website is driving user interaction.



Website achievements

Central Point of Contact

Our dedicated child care website remains a central point of contact for families navigating our early childhood programs. As a well-established resource, it consistently provides accurate and timely information on child care services, enrollment options, and program updates.

Website Performance

With reliable monthly traffic from new and returning users, the site plays a critical role in helping parents make informed decisions about their children's care. The website's continued use reflects the trust families place in us as a dependable source of support.

Going forward

Moving forward, we'll focus on keeping the site updated and user-friendly, while exploring new ways to make it even more useful for families at every stage of their child care journey.

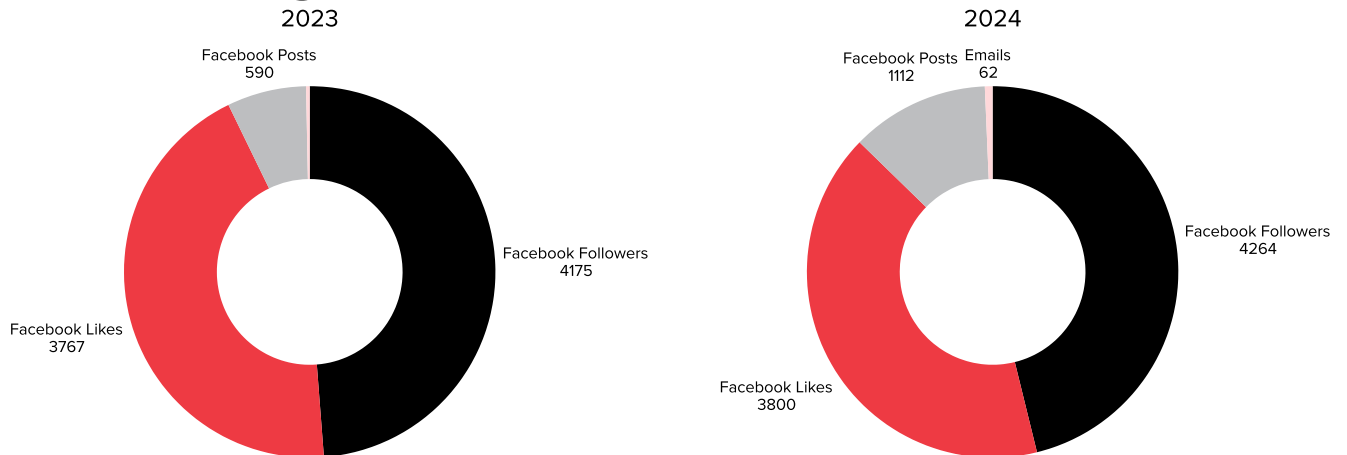
Marketing and Promotion Driving Quality Information

This year, our communications team focused on strengthening community engagement and enhancing awareness of our programs and services through strategic marketing and social media efforts. By leveraging digital platforms, targeted campaigns, and creative content, we successfully reached a wider audience, fostered meaningful connections, and supported the overall mission of the organization.





Marketing and Promotions Growth



Marketing Growth

Marketing efforts at the 4 Wing MFRCS continued to grow significantly over the past year, with a strong emphasis on strategic communication and community engagement. With over 80 events marketed every six months, the Marketing and Promotions department remained a vital engine behind the success of our programs.

From concept to execution, the team crafted visual identities and written communications for each event, ensuring messaging resonated with the right audiences. Notably, several Morale Booster events underwent a complete rebranding, receiving refreshed visual treatments and promotional support to boost visibility and participation.

Online Presence

Our online presence also saw steady growth. Facebook followers increased from 4,175 to 4,264, and page likes rose from 3,767 to 3,800. Post activity more than doubled — from 590 posts to 1,112 — while email outreach nearly tripled, with 62 campaigns sent compared to 27 the previous year. These touchpoints played a key role in keeping our military families informed and connected.

Return to the CFMWS platform

This year also marked a meaningful return to visibility on the CFMWS platform. A variety of our events — including Adult Craft and Paint Nights, Night Out Loud, Couples Date Nights, and Morale Booster activities — are now featured on the CFMWS website, allowing us to reach a broader national audience once again.

Increased Collaboration Efforts

Collaboration remains at the heart of our marketing efforts. The Marketing and Communications team works closely with event coordinators to ensure that each campaign reflects the unique theme and spirit of the program. To further support outreach, three targeted newsletters are produced and distributed monthly, maximizing exposure for events across diverse audience groups.

We are also proud to continue offering fully bilingual marketing materials across all public-facing platforms — including social media, posters, newsletters, website content, and printed publications. This commitment ensures inclusivity and accessibility for all members of our community.

Marketing and Promotions

Early Childhood Appreciation Campaign on Facebook

We are thrilled to share the great performance of our social media campaign recognizing our Educators through individual appreciation posts. These posts are generating overwhelmingly positive feedback from our community. Educators feel seen, valued, and celebrated as confirmed by feedback received. The warm responses in the comments section further reflect the campaign's impact.



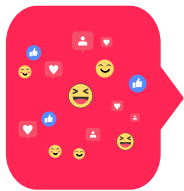
of Posts as part of this campaign

31



Total views

32,248



Total Reactions

1,271



Total Comments

162





We continue to improve our facilities with the support of Cold Lake RP Ops and 4MSS Construction Engineering Flight, ensuring that our spaces meet the evolving needs of military and Defence Team families.

Facilities



MFRCS Main Building

Commercial Dishwasher Installed – MFRC Annex Child Care

A new commercial dishwasher was installed at the MFRC Annex Child Care Facility, significantly improving staff efficiency. Previously, dishwashing was time-consuming and limited capacity for other tasks. The installation required upgraded electrical and plumbing, and we thank RP Ops for their work on this project.

Additional Stove for Child Care Kitchen

With over 115 children in care five days a week, one stove was no longer sufficient. We added a second stove along with a stainless steel backsplash, additional electrical outlet, and proper exhaust connections to meet the kitchen's growing demands.

Security Camera Infrastructure

Electrical outlets were installed in 2024 to support new security cameras at the Youth Centre, MFRC Annex Child Care, and Main Building Child Care. Cameras at the Youth Centre are already operational, while installation in the Child Care buildings is scheduled for 2025.

Expansion of Child Care Capacity – Welcome Centre Renovation

In collaboration with 4MSS Construction Engineering Flight, renovations are underway at the Welcome Centre to create 40 new licensed child care spaces for Military and Defence Team families. While the Welcome Centre will be reduced in size, it will continue to provide essential support to new families arriving in Cold Lake and to those experiencing challenges due to absence or separation.

Youth Centre



Annex



Art Smith Aviation Academy

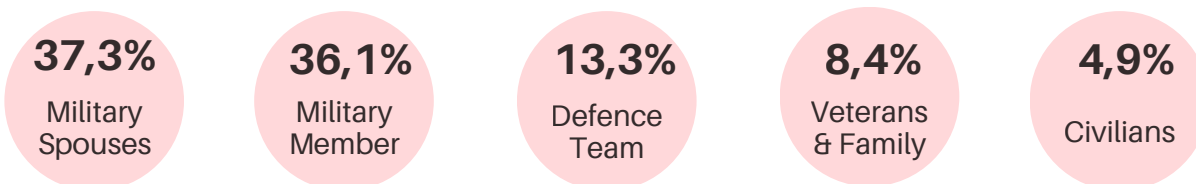


Annual Survey Results

This is the sixth annual programming survey distributed to stakeholders, with the previous survey conducted in May 2024. The goal of this survey is to gather feedback from the CFB Cold Lake community to determine whether the MFRCS is meeting their needs. It also provides valuable demographic data, insight into how respondents have engaged with MFRCS programs and events, and an opportunity to suggest new programming ideas.



In 2025, the survey was conducted using Google Forms and promoted through all our communication channels, including social media, online newsletters, digital sign and event specific survey collateral at our 2025 Father's Day Event. This year's survey was launched in May and received 83 responses, a notable decrease from the 300 responses in 2024. The reason for this drop in participation is unclear. Most survey questions have remained consistent since the first formal version in 2019, allowing for year-over-year comparisons.



Programming Feedback - June 2025

Satisfaction

	2025	2024	Responded 2025
Satisfied with Program			
Childcare	80%	89%	44
Regular Activities	89%	92%	55
Workshops	90%	96%	41
Mental Health Services	79%	89%	34
Morale Boosters	92%	97%	78
Volunteerism	86%	92%	43
Deployment	85%	93%	33
Welcome Centre	80%	92%	40
Tutoring	86%	92%	28
Customer Service	96%	96%	75
Communication	94%	94%	75
I would Recommend the MFRCS to my Friends	94%	96%	80

The program areas (see chart on the next page) also saw significant growth in the Strongly Agree rating that the service is meeting their needs. Most program areas saw an increase of responses of Strongly Agree.

Satisfaction Strongly Agree

Satisfaction Strongly Agree	2025	2024	+/-
Morale Boosters: Military Appreciation etc.	67%	58%	9%
I would Recommend the MFRCS to my Friends	61%	56%	5%
Customer Service	59%	56%	3%
Communication meets my needs.	57%	47%	10%
Regular Activities: Crafts, Arts, Crop & Sew Sew	55%	44%	11%
Volunteerism	51%	42%	9%
Workshops: First Aid, ASIST	49%	39%	10%
Childcare meets my needs	43%	47%	-4%
Mental Health Services	38%	40%	-2%
Welcome Centre Services	35%	37%	-2%
Tutoring Program	29%	39%	-10%
Deployment Supports	24%	37%	-13%

These rating results indicate significant buy in from the CFB Cold Lake community to the what the MFRCS is providing the community.

The chart below indicates the most improved Strongly Agree satisfied ratings.

Satisfaction Strongly Agree Most Improved	2025	2024	+/-
Regular Activities: Crafts, Arts, Crop & Sew Sew	55%	44%	11%
Communication meets my needs.	57%	47%	10%
Workshops: First Aid, ASIST	49%	39%	10%
Volunteerism	51%	42%	9%
Morale Boosters: Military Appreciation etc.	67%	58%	9%
I would Recommend the MFRCS to my Friends	61%	56%	5%
Customer Service	59%	56%	3%
Mental Health Services	38%	40%	-2%
Welcome Centre Services	35%	37%	-2%
Childcare meets my needs	43%	47%	-4%
Tutoring Program	29%	39%	-10%
Deployment Supports	24%	37%	-13%

Although all programs are doing well, some areas enjoy exceptional support from stakeholders.



Community Feedback - MFRCS Regular Activities such as Crop, Sew & Sews, Paint Night, Craft Night etc.

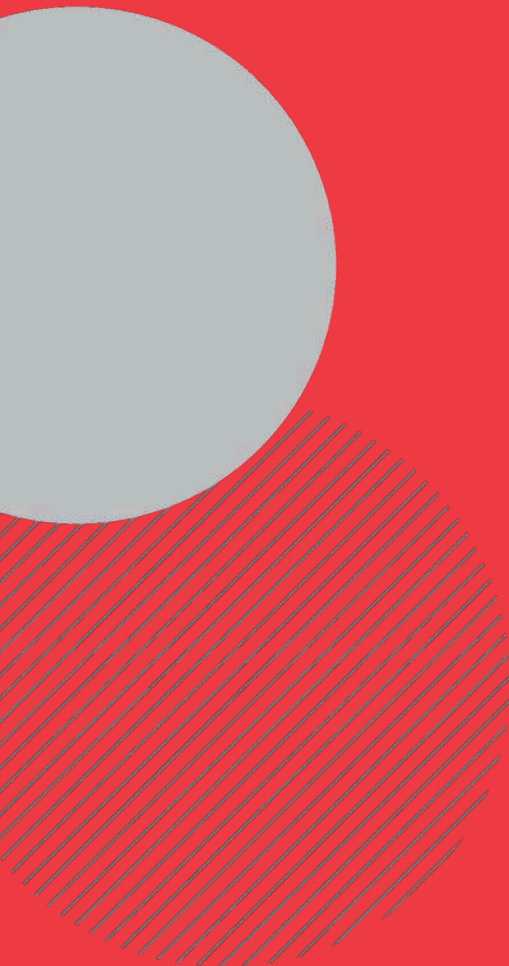
- “I don’t dance, but painting and music bingo was very opening and nice.”
- “Enjoy crop haven.”
- “We enjoyed the couples trivia and the scavenger hunts!”

Community Feedback - MFRCS Special Events such as Storytime with Santa, Mothers Day Flower Baskets, Halloween Hootenanny, Valentine’s Day, Military Appreciation, etc.

- “Storytime with Santa our family really enjoyed the experience of fun activities and laughter.”
- “The comedy show was a good time but I wish they would have served the food to their own boxes instead of plates.”
- “I attended the event that was held last year. It was great because there are plenty of activities for kids.”
- “Only positive experience! It’s the good time in family t all the events!”
- “We love the special events.”
- “Really appreciated the Christmas Wreath and Mother’s Day Basket.”
- “We love to participate in special events. very well organized!”
- “Attending the women’s conference this year was amazing I truly had a great time.”
- “The family activities/events are well organized and. We always go back home with a great smile.”
- “Special events for kids/families are amazing.”

Community Feedback - MFRCS Customer Service

- “The people are fantastic.”
- “Great staff.”
- “I would like to say that all the ladies at MFRC are very helpful and very friendly.”
- “Best MFRCS ever. Thank you everyone for the amazing work you do!!”
- “Great customer service, inviting environment, and a very welcoming staff.”
- “The employees are so nice and easy to deal with.”
- “Staff are super friendly and helpful.”
- “Have always had great interactions with the MFRC.”
- “Excellent service and programs.”
- “The MFRC in Cold Lake goes above and beyond for military members and their family.”
- “The MFRC doesn’t get the recognition that it deserves!! Thank you for all you do!”
- “Staff are always friendly and helpful.”
- “Friendly , caring the exceptional staff that work hard to provide services to the military, family members and the community.”
- “Excellent customer service. Very warm people. Kind and loving. So helpful.”



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