

News Release For immediate release **February 3, 2021**

Zebra Child Protection Centre Welcomes New CEO to the Herd

Zebra Centre releases 2020 Statistics



EDMONTON, AB – The Zebra Child Protection Centre is proud to announce that Emmy Stuebing will assume the role of Chief Executive Officer (CEO) on February 23, 2021.

Emmy is proud to be joining an organization making a difference in the lives of young people. With over 23 years of experience working in the non-profit sector she has worked for eight great non-profit organizations. Most recently, Emmy has been the Director of the Foundation for Edmonton Public Schools, raising funds and awareness to level the playing field for children who come to the classroom at a disadvantage.

Leading the way is familiar to Emmy as she has previously been the first Executive Director -more-



of the Valley Zoo Development Society and has also served as the first full-time Executive Director of the Alberta Emerald Foundation. "Emmy is incredibly passionate about the work the Zebra Centre does and has dedicated her career to giving back to our community," says Chelsea Barlow, Board of Directors Vice-Chair. "We look forward to our collaborative partnership and her commitment to making a difference in the lives of the children and youth that we serve. We are delighted to have her join the Zebra herd!"

"I was drawn to the Zebra Centre because of the community approach of having all these partners working together to help children and youth who have been affected by abuse," says new CEO, Emmy Stuebing. "Another thing that drew me to the Zebra Centre and that I'm really excited about are all the people, from the staff to volunteers and board members to all the partners. I'm excited to get to work alongside all these caring, compassionate people doing great work in our community."

In 2020, the Zebra Centre supported 2,844 children and youth who experienced abuse. This is a 20 per cent increase over 2019. COVID-19 created challenges for all organizations, but despite these challenges our multidisciplinary team conducted 1,355 forensic interviews in 2020, which was a 16 per cent increase from 2019. This means that each one of these children and youth who experienced abuse was able to tell their story in a space that is safe and comfortable for them and their families all while being supported by our Zebra herd.

For more on Emmy Stuebing or the Zebra Centre, please visit our website at www.zebracentre.ca.

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Founded in 2002, The Zebra Child Protection Centre is a non-profit, community-based organization that was established to improve the lives of children who have suffered abuse. As the first Child Advocacy Centre of its kind in Canada, the Zebra Centre's model was revolutionary - bring together a community of professionals under one roof to support the child throughout the entire disclosure, investigative, judicial and healing process. Today, the Zebra Centre leads the way in continuing to providing a safe and child-friendly space where kids can tell. For more information, please visit our website.

Learn more about the #KidsCanTell story by following us on social media:









Media Contacts

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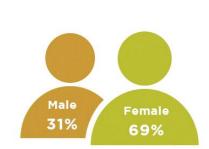


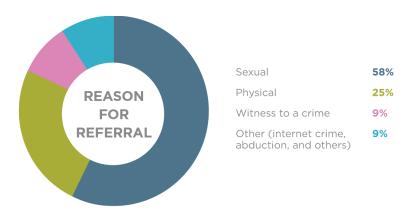
Zebra Centre Statistics – Comparative 2020 and 2019			
Stat	2020	2019	
Files Discussed at Intake	1269 files discussed	1118 files discussed	
Increase of 13.5%	- 95% police referrals	- 94% police referrals	
	- 5% other source	- 6% other source	
New Cases Opened	974 new cases	893 new cases	
Increase of 9%			
Forensic Interviews (Onsite)	1355 forensic interviews conducted	1167 forensic interviews conducted	
Increase of 16%	- 786 EPS – Child	- 703 EPS – Child	
	- 29 EPS – Adult	- 65 EPS – Adult	
	- 537 RCMP – Child	- 385 RCMP – Child	
	- 2 CS – Courtesy	- 8 CS – Courtesy	
	- 1 Other Police	- 6 Other Police	
Children Supported	2844 children supported	2362 children supported	
20% more children supported	2407 1 1	2465 1 11	
Adults Supported	2407 adults supported	2165 adults supported	
11% more adults supported Client Services Provided	24 COC aliant complete annoulded	20 500 aliant comitace mediated	
(this includes care calls,	21,696 client services provided	29,690 client services provided	
information provided,			
emotional support,			
referrals)			
Mental Health (MH) Referrals	Trauma Treatment Service (TTS) = 353	Trauma Treatment Service (TTS) = 406	
(this includes treatment for	Tradition Treatment Service (115)	Tradina Treatment Service (115)	
children, youth and	80% of caregiver responded that they were very	88.5% of caregiver respondents were satisfied	
caregivers)	satisfied, while 20% responded that they were	with the services their child obtained through	
	somewhat satisfied with the services their child	our mental health referrals.	
	obtained through our mental health referrals.		
Community Referrals	551 referrals	463 referrals	
(this includes community-			
based supports,			
caregiver/adult mental health			
services, etc) Volunteer Numbers	61 child advocates	76 child advocates	
Our volunteers' numbers	5 administrative volunteers	5 administrative volunteers	
decreased slightly due to	14 board members	13 board members	
COVID-19.	18 event volunteers	17 event volunteers	
COVID 13.	1 research volunteer	1 research volunteer	
	1 research volumeer	1 research rolanteer	
Volunteers Hours	4636 hours	5941.6 hours	
Between March 15 – May 25,	- 3400.34 of which were directly supporting	-4983.2 of which were directly supporting	
we did not have any	children & families (Centre & courthouse)	children & families (Centre & courthouse)	
volunteer support due to	- 1227.75 of which were administrative	- 880.90 of which were administrative	
COVID-19. We slowly started	(meetings, training, file tasks)	(meetings, training, file tasks)	
to bring volunteers back at	- 8 of which were events, fundraising &	-77.5 of which were events, fundraising &	
the end of May.	community development	community development	

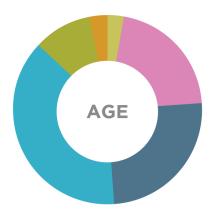


Court Preps	151 court preps	270 court preps	
For approx. 16 weeks, there	430 Volunteer hours	445.5 * Volunteer hours	
was no court proceedings due			
to COVID-19.			
Court Accompaniment	161 children accompanied on	294 children accompanied on	
For approx. 16 weeks, there	117 court dates	217 court dates	
was no court due to COVID-	501.5 Volunteer hours	913 Volunteer hours	
19.			
VIP (dog) Program	280 times our dogs (Wren, Fletcher, Captain &	536 times our 2 dogs (Wren and Fletcher)	
Wren retired in February	Triggs) met with children.	met with children.	
2020 and we welcomed			
Captain and Triggs in October	91% of caregivers expressed being very satisfied	100% of caregivers expressed being satisfied	
2020	with the comfort they or their children received	with the comfort they or their children	
Numbers were down due to	from the dog, while 9% were somewhat	received from the dog.	
COVID-19.	satisfied.		
Client Feedback	98.9% of caregivers believed their child felt safe at the Centre		
- OMS Initial Survey (after	95.6% of caregivers believe their questions were answered to their satisfaction		
first visit)	92.3% of caregivers believed they were provided the resources to support and respond to their		
	child's needs in the days and weeks ahead		
Client Feedback –	95.8% of caregivers felt they knew what to expect in the days and weeks that followed		
OMS Follow-up Survey	95.9% of caregivers believed the services they received were helpful to child and family		
(after conclusion of file)	95.8% of caregivers would tell someone they knew dealing with abuse about the Centre		

2020 Demographics

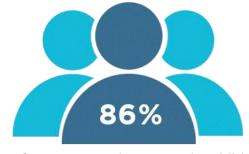






0-3 years	3%
4-7 years	21%
8-11 years	25%
12-15 years	38%
16-17 years	10%
18+	3%

*All numbers rounded to the closest whole percentage



of suspects are known to the child