



Jessica Martel
Memorial Foundation

Registered Charity # 81498 9505 RR0001



Our History

JMMF was established in January 2012 in response to the tragic death of Jessica Martel, a 26-year old woman murdered by her common-law husband in front of her children.

Jessica had taken steps to leave the abusive relationship, but had nowhere to go in the community

- no safe house in the region
- Safe houses in Edmonton and surrounding areas were full and she was turned away.



Alberta Stats (2018)

Reported by Stats Canada

- 58,117 Emergency Calls were made to shelters (17/18), (ACWS)
- 16,722 women, children and seniors were turned away from Alberta's shelters for lack of capacity. (17/18) (ACWS)
- In 2015, police reported that Alberta was 3rd in Canada for reports of domestic violence.
- Violence is escalating. 64% of women were assessed with facing severe or extreme levels of danger and are being subjected to strangulation or threatened with a gun.



Domestic Violence Towards Men

- Not as well understood by most people.
- Statistics gathered are unreliable as men commonly don't report or they are questioned and made to feel ashamed.
- Between 1999-2004, more than ½ million men experienced abuse or violence from their partner. (6%)
- Other statistics say has high as 15% of men have experienced abuse or violence from their intimate partner.

Meeting the needs of the Region

Stop Abuse In Families (SAIF)

- Primary focus is Sturgeon County and Sturgeon County
- Services a 150 km
- Education
- Outreach
- Counselling
- Groups
 - Elder Abuse

Jessie's House Stage 1 Emergency Shelter

Serving the Sturgeon Region

Bon Accord,
Gibbons, Legal,
Redwater, Morinville,
St. Albert, &
Alexander FN

Jessica Martel Memorial Foundation

- Primary focus is Sturgeon County
- Adult Education
 - Outreach
 - Counselling
 - Groups



Education



Recognize, Respond & Refer

- Cut it Out- program dedicated to mobilizing salon /spa professionals, students and others to fight the epidemic of domestic abuse
- Make it our Business - *Fair and Family-Friendly Workplaces Act (Bill 17)*
- It's Complicated (Pilot)– Group education & support for women victims to understand what a healthy relationship looks like.

Jessie's House





Jessie's House

Opening in Early Winter 2020

- 9000 sq. ft home
- Sensory Playroom for traumatized children
- Spiritual Room
- Open Kitchen and Living Room
- 3 Family Suites
- 1 Self-Contained Suite
- Capacity for 35-40 people
- Inclusive of all genders
- Accessible
- Fully Secured
- Staff of 20-23 FTE, 30 bodies – will hire local if credentials and/or experience is there.



Construction Update

- Electrical, Plumbing, and HVAC are completed
- Drywall is going up.
- Exterior of the house has been completed except for the front porch.
- Garage is completed with the exception of the Door.
- Landscaping will take place in late summer or early fall.
- Construction schedule is behind but still confident we will have the home completed by early fall.

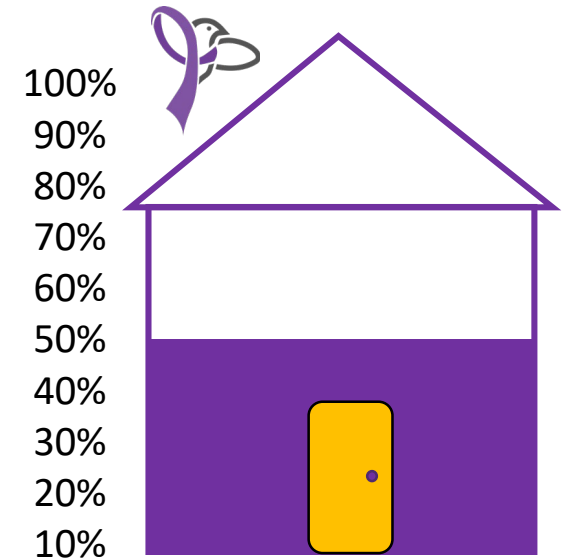


Main Floor		\$/Room
	Private Family 1	100,000
	Kitchen	SOLD
	Great Room	SOLD
	Visitor Reception	80,000
	Front Porch/Deck	15,000
	Garage	50,000
Basement		
	Playroom	65,000
	Playroom	40,000
	Sitting Room	15,000
	Crisis Workers' Office	30,000
	Multipurpose Rm	50,000
	Meeting Room	50,000

3rd Floor		\$/Room
	Family Room 4	75,000
	Bedroom 7	20,000
	Retreat	20,000
2nd Floor		
	Family Room 3	40,000
	Family room 2	SOLD
	Bedroom 1	SOLD
	Bedroom 2	20,000
	Bedroom 3	20,000
	bedroom 4	20,000
	Bedroom 5	20,000
	Bedroom 6	20,000
	Laundry	15,000
	Spiritual Room	SOLD

\$3M Capital Campaign

- 🏠 Donations – individual, corporations, small business
- 🏠 Events:
 - Home Hardware Show and Shine – June 22
 - Jessica Martel Memorial Run – June 23
 - County Cabaret (Lily Lake Resort) – November 16
 - Break Free Gala – April 25, 2020
- 🏠 Third Party Fundraisers – goal is to have 1 in each community.
- 🏠 Room by Room Campaign





Challenges

- Raising the funds to furnish and operate Jessie's House
- Convincing our communities that this home is for them.
 - Situated in Morinville but serving all areas.
 - Land was given by the town of Morinville.
- Securing government funding for operations.
- Hiring the correct people to ensure the success of Jessie's House for its residents.



Questions!

Thank you.