

COMMUNITY REPORT 2025 - 2026



VISION

Young People thrive through mentoring relationships

MISSION

Working together to strengthen Alberta's capacity to support and enhance mentoring

 **AMP Partners** 245

 **AMP Builders** 28

HIGHLIGHTS

Top 3 Most Downloaded Resource

- High School Teen Mentoring Handbook and Activity Book
- Mentoring Month 2026 Toolkit
- Mentoring Basics

Webinars

- Evaluation 101 with BGCBigs Edmonton
- In collaboration with Evaluation Capacity Network
 - ECN Indigenous-Informed Approaches to Evaluation
 - ECN Trauma-Informed Approaches to Evaluation
 - ECN Informed Approaches to Evaluation
- Natural Supports Framework Session
- Align Webinar

Resources Developed

- Reading Buddies
- Mentoring in Schools Workbook
- Mentoring in Schools Profiles
- Updated Foundations of Mentor Training developed with Mentor Canada

Community Engagements

- CASS FNMI
- Canadian Mentoring Summit 2025
- In-Person Mentoring in Schools Workshops (High Prairie; Fort McMurray)
- Shaping the Future
- Network of Empowered Women Annual Conference

2026 HIGHLIGHTS



2026 Mentoring Month was a success with a significant impact across our digital platforms.



88% more engagement defined this year's Mentoring Month, marking a significant shift toward high-impact audience interaction.

292% growth in Instagram reach **45%** increase in website users to bring our total online community to 3,800 visitors.

42% was the peak engagement rate achieved on Facebook, while 247 direct downloads of our toolkit proved that our content was more effective than ever.

4 key partners collaborated to help us convert awareness into action, resulting in over 537 link clicks and 19% growth in our core Alberta audience.





FROM OUR 2025 PARTNER SURVEY AND INTERVIEWS WE HEARD:

Partners appreciate AMP online resources

- Online Mentor Training
- Teen Mentoring Handbook
- Mentoring Month Toolkits

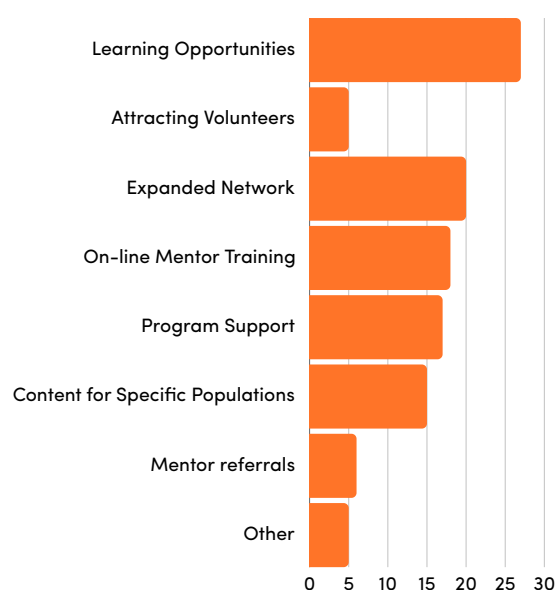
Partner Organizational Challenges include

- Organizational Disconnect
- Resource Access Friction
- Geographic Inequity
- Classroom and Behavioral Complexity

Partners want more

- Localized In-Person Engagement
- Specific “how-to” Resources
- Reduced Friction in Communication
- Mentor Referrals

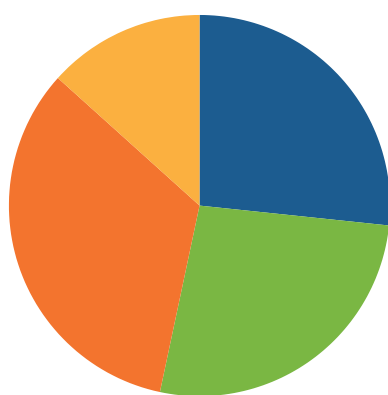
AMP Partners Value



Other: Network of organizations. partnership opportunities, research.

Partners would like AMP to grow mentoring in the following areas:

- Adult Professional Mentoring
- Post Secondary Institutions
- Mentoring for individuals with disa...
- Other



Other: recent immigrants; mentoring for older adults who are transitioning; youth with addictions.

74% of respondents are satisfied with AMP resources



78% of respondents would refer people to AMP resources



AMP Communication



On average survey respondents scored AMP’s communication as 72.5% effective

- Partners identified that AMP can improve communication by connecting more with smaller provincial locations, providing more opportunities for connecting and collaborating; and more timely resources.

How AMP can improve partner experience:

- Regional Training: Host workshops and summits in rural and remote areas beyond Edmonton.
- Streamlined Access: Remove mandatory surveys and technical barriers to ensure immediate access to resources.
- Targeted Learning: Provide webinars focused on specific mentoring challenges, such as youth engagement and relationship closure.

*The information presented above is a summary of 51 partner survey responses and 8 partner interviews.