



inTouch

WINTER 2009



Edmonton
Community
Foundation

Message from the CEO

When we hear the word “philanthropist” we usually think big! In an earlier generation the name Rockefeller might come to mind; now, perhaps, we’d think first of Bill Gates or, closer to home, Winspear or Poole. And philanthropists they were and are!

Nevertheless, I’d invite you to consider today how easy it is to be a philanthropist! It’s not about the amount, it’s about the giving! Philanthropy means “love of people” although we usually attach the word most strongly to the giving of money. But more to the point, we know it is easy to be a philanthropist because so many of us have done it! Through ECF more than 500 endowment funds have been set up—ranging in size from

a few thousand dollars to quite a few millions. Even more widely accessible, individual gifts of all sizes have been made through ECF to thousands of registered charities in Canada, supporting essential work in our community and around the world. And from ECF endowments, more than \$100 million has been disbursed to charities in just our first 20 years.

"This is all part of philanthropy and you, readers, are very likely philanthropists!"

In the opening lecture of our 20th Anniversary speaker series, Stephen Lewis discussed with us the importance of community—and the variety of contributions one can make to enhance it. He reminded us of the deep and wide contribution that strong communities make to the quality of our life together in Canada.

It is for this reason that ECF supports charities so broadly—in the areas of social services, health, education, arts and culture, recreation and the environment, as well as individual students through scholarships and bursaries. This is all part of philanthropy and you, readers, are very likely philanthropists!

On your behalf, ECF has distributed more than \$7.2 million this year in support of our community. And you, philanthropists in Edmonton, have entrusted us with more than \$10 million this year to make future charitable support possible through the power of endowment. Many of you philanthropists have seen significant tax advantages, especially when you give us gifts of publicly traded stock. And gifts of cash provide you with more charitable tax credits than in any other province. Not that we “do” philanthropy for tax reasons alone, but it is good to know that our governments support our philanthropic actions.

If you're not already a philanthropist, there's still time to become one this year. Gifts of cash received by ECF before year end, or post marked before December 31, will be issued a 2009 charitable receipt. It's that easy to become a philanthropist – for the first time, or all over again! Your community will be better as a result and you'll be in some pretty fine company.

– *Martin Garber-Conrad, CEO*

Year End Tax Planning



A gift made now is a wonderful way to support your community and enjoy tax savings when you file your 2009 tax return. The personal tax credit for a charitable gift is 50 percent in Alberta in 2009. (There is some fine print that applies).

While special tax rules apply to gifts of publicly traded securities, those transactions must already be “in the works” to ensure completion in 2009 so we recommend completing your 2009 donations to Edmonton Community Foundation by way of a cheque or Visa or Mastercard payment.

If you personally deliver your cheque or make a Visa or Mastercard payment by phoning 780-426-0015 by December 23rd, 2009 we will be able to issue you a 2009 donation receipt.

We will also be able to issue 2009 receipts for cheques made payable and mailed in 2009. (The envelope needs to have a December 2009 postmark stamped by Canada Post).

Holiday Office Closure

Our offices will be closed from noon on Christmas Eve until Monday, January 4, 2010.

Thank you for your continued friendship in 2009. We wish you all the best for 2010!



20th Anniversary Update

One hundred million dollars. That is a significant amount of money by anyone's estimation. Since 1989 Edmonton Community Foundation has disbursed, on behalf of its donors and fund holders, more than \$100 million in the Edmonton area. These funds have supported a wide



range of activities and endeavours including children's play spaces, environmental protection, scholarships and bursaries for students in music and other post-secondary pursuits, programs for teenage fathers and initiatives that address issues of poverty and homelessness.

One hundred million dollars – something ECF and all of you, our donors and supporters, can be proud of. To acknowledge this contribution and to celebrate 20 years in the community, the Foundation has a number of initiatives under way.

A producer was hired to create three Public Service Announcements that are currently in rotation on local TV stations. We are also working on a 20th anniversary commemorative magazine that will be distributed in February 2010.

ECF has partnered with E4C and the Edmonton Social Planning Council on the Edmonton Speakers Series. The purpose for the collaboration is to raise awareness and celebrate the work of the three organizations in recognition of significant anniversaries. ECF is 20, E4C will be 40 and the ESPC turns 70.

The series features a diverse collection of speakers that we hope will be of interest not only to our own stakeholders but to the general public. The theme of the series is the Future of Community and each speaker will use their unique voice and experience to discuss the idea of community – our own and the broader community.

The first event in the series “Dinner with Stephen Lewis” took place on October 14 at the Westin Hotel and was sold out. The series continues again in February and wraps up in September 2010. Tickets will be available only through TIX on the Square starting in January. Please check the ECF website in the new year for more details.

To pique your interest, here is the list of upcoming speakers for 2010:

- **Zaib Shaikh**, star of Little Mosque on the Prairie (February 18)
- **Joel Cohen**, writer and co-producer of The Simpsons (April 8)
- **Linda Hughes**, chancellor of the University of Alberta and former editor of the Edmonton Journal (May 13)
- **Sheila Watt-Cloutier**, Nobel Peace Prize Nominee and world leader on global climate change and human rights (September 15)

We hope to see you at some or all of these events.

Support for this program was received from the Government of Alberta Community Spirit Donation Grant.

Dinner with Stephen Lewis

The first event in the Edmonton Speakers Series was held at the Westin Hotel on October 14th. Two hundred people came to hear Stephen Lewis, one of the world's most influential speakers on human rights, social justice and international development.



Photo by Ken Armstrong

Martin Garber Conrad, CEO of Edmonton Community Foundation, Susan Morrissey, Executive Director of the Edmonton Social Planning Council, Stephen Lewis and Michael Farris, CEO of E4C.

Building Homes and Dreams

Achieving a fundraising goal is a rewarding moment. For Larry Anderson and Burke Perry one of their goals came to fruition on November 20th with the opening of Homebase, a 26 unit apartment complex that will provide permanent homes for low-income individuals and couples.



Larry and Burke are founders of the Edmonton Region Homebuilder Charity Funds (ERHC). The goal when starting the fund at the Foundation was two-fold. To establish a scholarship fund to support students entering the building trades at the Northern Alberta Institute of Technology (NAIT) and to raise \$300,000 to help fund the building of a non-profit housing unit. These goals were met through the generous support of many local homebuilders.

“Our intent when establishing the ERHC,” says Larry Anderson, “was to give back to the community in ways that are meaningful to the housing industry.” With the ERHC currently providing annual scholarships and Homebase now ready for tenants, Larry, Burke and their colleagues are deservedly proud of what they have given back.

Another Successful Wills Week

The 14th annual WillPower Wills Week took place October 5 - 10th and saw more than 1000 people attend the free information sessions. Wills Week is a public service presented by Edmonton Community Foundation to provide information on the importance of having a valid, updated will, personal directive and/or enduring power of attorney. These documents record and protect your wishes for your family, your health and living choices, your assets and your charitable goals.

“The 14th annual WillPower Wills Week took place October 5th to the 10th and saw more than 1000 people attend the free information sessions.”

Along with the public seminars on wills, ECF also sponsored two extra sessions that coincided with Wills Week. For the professional advisors session ECF brought in Rein Selles who, for the second year in a row, built his discussion on the theme of planning in retirement. There was also a session for those who work and volunteer in the charitable and not-for profit sectors. This year the

topic was social media. The guest speaker was Ed Lee, who, as managing director of com.motion guides his clients through the use of new technologies and provides innovative ways for them to engage their clients online.

Wills Week 2009 was made possible through the efforts of the lawyers who donated their time and expertise to conduct the public sessions and the volunteer committee members who took time from their schedules to help ensure the success of the event. And through the sponsorship of the Edmonton Journal who once again partnered with ECF to help get the word out about the public sessions. Thank you to all them.

ECF's Rainbow Fund

The Rainbow Fund was launched at ECF in 1999 to support Edmonton's lesbian, gay, bisexual and transgendered (LGBT) community. While historically the fund has been donor advised, the donors have now “opened up” the fund to engage a broader community. ECF is working with a committee of community members to raise awareness of the fund and to develop priorities for granting.

In November, ECF hosted a conversation on philanthropy in Edmonton's LGBT community as part of Exposure: Edmonton's Queer Arts & Culture Festival. Local filmmaker Trevor Anderson screened his film “The Island” and spoke about the realities of working and looking for funding in Edmonton and about the importance to him of remaining in our community. A conversation followed on how to build LGBT philanthropy.

For more information on the Rainbow Fund, contact Craig Stumpf-Allen, Director of Special Funds at craig@ecfoundation.org or at 780-426-0015, ext. 111.



First Recipient Selected for Community Scholarships Program

Edmonton Community Foundation is pleased to announce that Trina Moyles has been selected from among several excellent applicants to be the first Community Scholarship Program recipient. Trina has a long history of involvement in our community, including founding the Walk for Darfur to raise awareness of genocide in Sudan, founding the Students' Sweet Potato Club at MacEwan University to address student poverty, and working for Change for Children.

Trina expresses deep satisfaction in reaching over 5,000 high school students and proving to them that social change is possible; one of her references described Trina as an emerging youth leader in the not-for-profit sector. She is completing her degree in Anthropology at MacEwan University and hopes to pursue graduate studies in Rural Development.

The Community Scholarships Program is funded by an endowment established by the Stollery Charitable Foundation and supports students with financial need and a history of involvement in the non-profit sector, and whose studies will help them further contribute. To address personnel and skills shortages in the non-profit sector, ECF hopes to expand the program in 2010 with support of other donors.



At work in the community

Nina Haggerty spent fifty years in an institution and as a result of this confinement, and an abusive childhood, she had developmental problems. She and her sister finally left the institution and when Nina was in her 70s she began making art – a talent that was never recognized or encouraged while she was institutionalized.

This is not the case for the people you see today at the Nina Haggerty Centre for the Arts. The centre is bustling at 11 a.m. People are poised before easels, paint brushes in hand or sitting with heads bent over canvases. There is the sense that recognition and encouragement abound here.

Nina Haggerty centre is a unique mix of arts organization and disability organization. The Centre was founded to provide a place where individuals with developmental disabilities could explore their creative sides.

Wendy Hollo is the passionate executive director of the centre. She was inspired when she attended a conference and heard a woman from Mexico talk about a centre she ran for artists with Down Syndrome. Wendy, who worked for SKILLS Society at the time, felt that this community could benefit from such a program. She made a presentation to the SKILLS board and the organization took a leap of faith and opened the centre's first location on 111 Avenue. The response to the centre was overwhelming – not only in the numbers of people attending the program but also in the generosity of the sponsors.

Edmonton Community Foundation has been one of the sources of funding. The centre operated under the auspices of SKILLS until 2006 when NHC became an independent organization. This year, with a three year funding commitment for operations from ECF and a partnership with Edmonton Inner City Housing Society, the centre moved to a new, larger facility on 118 Avenue.



Photo courtesy of
Nina Haggerty Centre for the Arts

The centre employs lead artists who are there to guide and support the creative process. Along with painting, the centre also offers pottery, photography and soon, fabric art.

It is truly a success story. Wendy Hollo thinks that the reason that everything around the creation of the centre has exceeded expectations speaks to the fact that it is something that was needed in the community and that its benefit is grasped immediately by those who visit or get involved. It is simply, she says, a good idea.

To name the centre after a woman who became an artist despite her developmental challenges seemed natural. And although Nina Haggerty died before the centre opened, Wendy says “Nina would have been pleased.”



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