



INVESTING IN COMMUNITY



Edmonton
Community
Foundation

Dear Friends,

We are pleased to present the 2008 edition of Edmonton Community Foundation's "Investing in Community" guide. We are often asked by generous and committed Edmontonians how they can best support their community to be the kind of city they want their children, grandchildren and future generations to grow up in.

This booklet outlines just a few of the many ways Edmonton Community Foundation is connected to our community and to people who are passionate about creating a vibrant and healthy city.

We invite you to take a look. The guide may answer some of your questions or suggest new ones. In either case, we encourage you to talk to us, tell us about your philanthropic dreams, and we will work to help you make your vision a reality.

Sincerely,



Martin Garber-Conrad
Chief Executive Officer



"Come talk to us. Tell us what you want to accomplish and together we'll find the right solution – at the right time and for the right reasons."

*- Kathy Hawkesworth
Director, Donor Services*

Beginning the conversation

Over the years, donors have come to rely on Edmonton Community Foundation (ECF) to help them achieve their philanthropic goals. Through conversation, collaboration and facilitation, the Foundation has helped many generous Edmontonians support their community and fulfill their philanthropic dreams.

Indeed, the Foundation was founded by three families seeking a single organization they could trust to help them make decisions based on solid information. Since that time, hundreds of donors have found just the right agency or program to address community issues or challenges important to them.

The Foundation leads the way in collaboration with the charitable community in Edmonton: sometimes as a leader, sometimes as a funder, sometimes as facilitator—sometimes all three! With this experience, the Foundation offers a uniquely broad-based perspective on our community. Donors seeking specific solutions often find the answers they are looking for by simply having a conversation with someone at ECF.

Edmonton Community Foundation offers:

- Creative, concrete solutions
- A sounding board to discuss your dreams for the community
- Help in turning those dreams into reality
- Broad, in-depth knowledge of community needs and opportunities
- Connections to the charitable sector and to other donors with similar interests

An advisor to your advisors—with our in-depth knowledge, Foundation staff can assist your advisors in planning a tax effective gift that will fulfill your philanthropic goals.



Conserving important landscapes

The **Edmonton & Area Land Trust (EALT)** was created to conserve the natural ecosystems and cultural heritage landscapes in the Edmonton area. The EALT will:

- Purchase or otherwise secure (including conservation easement agreements) areas of ecological significance within Edmonton and area.
- Work to conserve, protect and restore ecosystems and biodiversity in the Edmonton area.

Increased opportunities for access and enjoyment of natural areas within an urban and suburban setting will result in social, economic, psychological, spiritual and physical health benefits for citizens.

The goal is to create permanent ongoing support for the operations of the land trust through an endowment fund of \$5 million (\$2.5 million from the City of Edmonton to match \$2.5 million raised in the community). Additional endowments and other funds will be created to purchase or otherwise secure land and to conserve and maintain it. Donations of ecologically sensitive land may also be accommodated.

Edmonton & Area Land Trust founders:

- City of Edmonton
- Edmonton Community Foundation
- Edmonton Nature Club
- Land Stewardship Centre of Canada
- Legacy Lands Conservation Society
- Urban Development Institute – Greater Edmonton Chapter

“Partners with vision for our community, a passion for our natural environment and sustained financial capacity are key to conserving the natural areas of Edmonton and area. The Edmonton Community Foundation’s unique participation as a founding member of the Land Trust links long term philanthropy with environmental stewardship, ensuring generations of residents can enjoy the wonders of nature within their urban community.”

*- Dr. Ross W. Wein
University of Alberta*

“The EATF remains one of the most powerful tools available to independent artists who want to focus on an aspect of their work. The awards give an artist the utterly essential freedom to fail – to explore without restrictions, to attempt without compromise.”

*- David Cheoros,
Vice-Chair, Edmonton Arts Council
Executive Director, Film and Video
Arts Society of Alberta (FAVA)*

“Without our partnership with the Edmonton Community Foundation, this innovative and important project would not be possible. Their community profile and investment skills are the perfect complement to the Edmonton Arts Council’s connection to artists and arts organizations in our community.”

*- John Mahon, Executive Director,
Edmonton Arts Council*

Inspiring art and artists

Investing in Edmonton’s creative community, the **Edmonton Artists’ Trust Fund (EATF)** provides grants to Edmonton artists to support the creation of new works. This has become particularly important as the economic boom creates higher costs of living and working in Edmonton.

Now celebrating its 10th anniversary, the EATF is a joint project of the Edmonton Arts Council and Edmonton Community Foundation.

- ECF manages the endowment through prudent investment and distribution policies.
- The Edmonton Arts Council uses juried competitions to ensure the brightest, most imaginative minds have the opportunity to continue to create while living and working in our community.

The goal is to build the fund to \$10 million in order to be able to provide at least \$450,000 in grants to individual artists each year.



Growing great kids



In 1999, as the millennium drew to a close, much attention focused on how computers and technology would react. Edmonton Community Foundation was concerned about how well children would fare in the new millennium.

In partnership with the United Way, the Foundation established **Our Children's Millennium Fund (OCMF)** as a promise to generations of young children that they will continue to hold an important place in this community's collective heart and mind.

Today, Success By 6®, with extensive ongoing support from the OCMF, works to assist preschool children in Edmonton receive the necessary supports for a lifetime of growth and achievement through a variety of programs that focus on health, nutrition and literacy for children prenatal to six years of age.

The Fund continues to grow with a goal to raising \$10 million (which will provide almost one-half million dollars of support annually).

"By supporting young children and their families, we are able to have lasting impact in our community. Success By 6® is working to increase access to learning opportunities for young children, build partnerships that support maximum impact and increase the understanding of the importance of the early years in children's long term success."

*- Liz O'Neill
Chair, Success By Six®*

"Women Building Futures had an opportunity to purchase a warehouse to convert into a training and affordable housing facility, and move hundreds of women and their families out of poverty. While government funders agreed that the project would likely receive funding, we had to purchase the building first. We were unable to secure financing through traditional sources. It was really touch and go there for awhile."

After a lengthy search, we were able to secure a loan from a local non-profit housing provider who believed in our project. The Social Enterprise Fund would have been a perfect solution for us."

Social Enterprise – the practice of doing well in order to do good – needs to be supported. The return on investment to everyone involved is substantial."

*- JudyLynn Archer
Chief Executive Officer
Women Building Futures*

Encouraging enterprising charities

The **Social Enterprise Fund (SEF)** will provide much needed financing and technical assistance to charities, cooperatives and non-profit corporations engaging in social enterprises and affordable housing projects. Such projects and organizations have traditionally found it difficult to access the conventional financing that is available to for-profit businesses.

This new source of financing will enable organizations to develop small businesses that have a significant social impact, create housing developments for people with low-income and employ otherwise unemployed or underemployed individuals.

The SEF is a revolving loan fund that will "recycle" donated dollars over and over to create opportunities for charities to create sustainable enterprises.

Upon reaching its goal of \$10.5 million, the SEF will be able to make dozens of short term loans – and provide more than \$20 million in financing to more than 100 projects in as little as 5 years.

Examples of projects and causes that SEF is designed to include are:

- Bridge financing to allow charities to acquire the land needed to build affordable housing (federal and provincial grants are available but only after the land is secured). In this market, it is no longer possible to hold land without payment for the time required to make an application.
- Capital loans to acquire equipment such as the restaurant equipment needed to upgrade Kids in the Hall Bistro – which provides education and training to youth seeking to leave high risk life situations.

Building sustainable charities

The **Legacy Partnerships** pilot project is a collaboration among Edmonton Community Foundation, Edmonton charities and caring donors. The goal is to ensure the long-term stability of services and programs for our community.

Through this program ECF partners with local charities to help them reach out to those closest to them with an invitation to create permanent ongoing support through their will and estate plans and through the power of endowment. This is especially important as agencies respond to the increased financial stress they are experiencing, particularly in the area of long-term operational funding.

All participating agencies have established endowment funds at ECF. ECF has streamlined processes to help the charities find time for this important work. Donors enjoy a straightforward method to create permanent support for their favorite charity in a way that allows them to name their fund or memorialize a loved one.

“The Legacy Partnership project is the next natural step for Wings. People are so receptive; it validates our work and provides opportunities for our donors to demonstrate their commitment to Wings. Board members and staff have found the partnership to be a positive experience and have learned a great deal about long-range fund development planning.”

*- Patricia Garrett
Executive Director,
WINGS of Providence*

“Edmonton Community Foundation was instrumental in Edmonton Opera’s applying for the matching funds from the Canadian Arts and Heritage Sustainability Program for our endowment. ECF’s knowledgeable help in the application process has made the annual process much easier. With ECF’s guidance, Edmonton Opera has seen our endowment funds grow significantly.”

*- Francis Price
Chair of the Board
Edmonton Opera Association*

Multiplying your gift

Edmonton Community Foundation is involved in a number of **matching opportunities**, whereby a donor’s gift is matched by grants and contributions, often from government.

One very successful matching program is the Canadian Arts and Heritage Sustainability Program. Professional Canadian arts and heritage organizations have the will and ability to provide for their own long-term survival. Through the endowment component of its program, Canadian Arts and Heritage matches up to one dollar of every dollar raised from private donors towards endowments. The Foundation has assisted arts organizations across the city in accessing these matching funds.

ECF has, to date, received in excess of \$3.2 million (a 1:1 match in many years) in matching endowment grants that provide ongoing annual funding for Edmonton Opera, Edmonton Symphony, Alberta Ballet, Citadel Theatre, Richard Eaton Singers, Edmonton Folk Music Festival, Fringe Theatre Adventures, the Brian Webb Dance Company and the National Theatre School.



Helping students succeed

"I find that the more I learn, the more my passion for justice grows and extends to other areas of law... I thank you immensely for being part of my academic experience."

- Recipient of the Margaret-Ellen Bonar Scholarship

Many donors wish to support students. Edmonton Community Foundation can simplify this task so it no longer appears overwhelming when you are contemplating supporting education at a number of different institutions.

Edmonton Community Foundation offers donors flexible options to support students attending a variety of post-secondary institutions and other learning opportunities.

The **Community Scholarship Fund** accommodates donors who would like to provide assistance to a wide variety of students for a range of educational opportunities.

Timeless Contributions. Endless Possibilities.

"The Edmonton Community Foundation is a knowledgeable partner with many charities, like the Elizabeth Fry Society. We look to them not only for funding, but also for a broad community perspective and expertise in capacity building. ECF lives and breathes 'community' everyday."

*- Jacqueline Biollo
Executive Director, Elizabeth Fry Society of Edmonton*

Over the past 18 years, hundreds of individuals, families and organizations have invested in our community through Edmonton Community Foundation. Legacies have been created that will shape our community and the way we live for generations to come.

Donors come from all walks of life and share a love of this community and the goal of making it better. They support creative solutions to emerging issues and effective responses to age-old challenges.

Come talk to us, tell us what you want to accomplish and we will find a way to help. This "Investing in Community" guide is an introduction to just a few of the community investment opportunities available to you. There are over 2000 registered charities enhancing virtually every aspect of our lives in the greater Edmonton area (and thousands more across Canada). Our knowledgeable staff is available to help you discover ways of granting that are helpful, effective and bring great personal satisfaction.

"I want to grow my fund even more through a gift in my will. There are a number of reasons I appreciate the Community Foundation: I can consult with them on needs and charities I might like to support; I can send support overseas through Canadian based charities; and the fund keeps growing so my kids will be able to choose what to support after I am gone."

- Audrey Holmes

"Ultimately it's about creating strong, healthy, vibrant communities."

*- Larry Anderson
Edmonton Regional Home Builder Charity Funds (ERHC)*

Timeless Contribution. Endless Possibilities.

The Edmonton Community Foundation focuses on building "endowment funds." Many people think endowment funds require millions of dollars. Instead, endowment gifts are better defined as gifts that are invested toward long term growth. The gift (of any amount) is invested and the earnings from the endowment provide ongoing support, year after year.

Endowments are carefully invested and disbursed so they remain meaningful over the very long term. Each fund is personally tailored to the donor's vision and goals and with gifts over \$10,000 a fund can be named after the donor or in any other way.

	Cumulative Gross Income	Cumulative Grants	Balance
Initial Gift	-	-	\$50,000
Year 1	\$4,500	\$2,250	\$51,750
Year 10	\$52,789	\$26,395	\$70,528
Year 20	\$127,257	\$63,628	\$99,489

This is your community. This is your Foundation—uniquely experienced in helping you achieve your philanthropic goals and linking them to exciting granting opportunities.

Tell us what you would like to accomplish and we can help you do it!

We invite you to learn more about Edmonton Community Foundation by contacting us at 780-426-0015 or visiting our website at www.ecfoundation.org

PHOTO CREDIT

Kids at playground – Cover & Pg. 5

Photo reprinted with permission of the Edmonton Journal

Elk Island – Cover

Photo reprinted with permission of Economic Development Edmonton Corporation/Edmonton Tourism

Tree performance - Cover

Photo Credit: Tracy Kolenchuk, In this Photo: Gerry Morita

River Valley – Inside Pg. 3

Photo reprinted with permission of Economic Development Edmonton Corporation/Edmonton Tourism

Symphony – Pg. 4

Photo reprinted with permission of Economic Development Edmonton Corporation/Edmonton Tourism

Citadel – Pg. 8

Photo reprinted with permission of Citadel Theatre



9910 - 103 Street NW, Edmonton, Alberta T5K 2V7

Tel 780.426.0015 Fax 780.425.0121 Email: info@ecfoundation.org

www.ecfoundation.org

Business Number (for charitable purposes) 12243 7072 RR0001