

LEGACY IN

SUMMER
2020

ACTION



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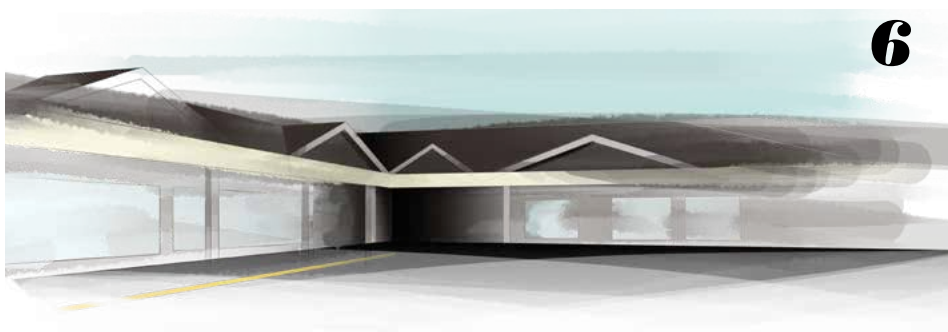
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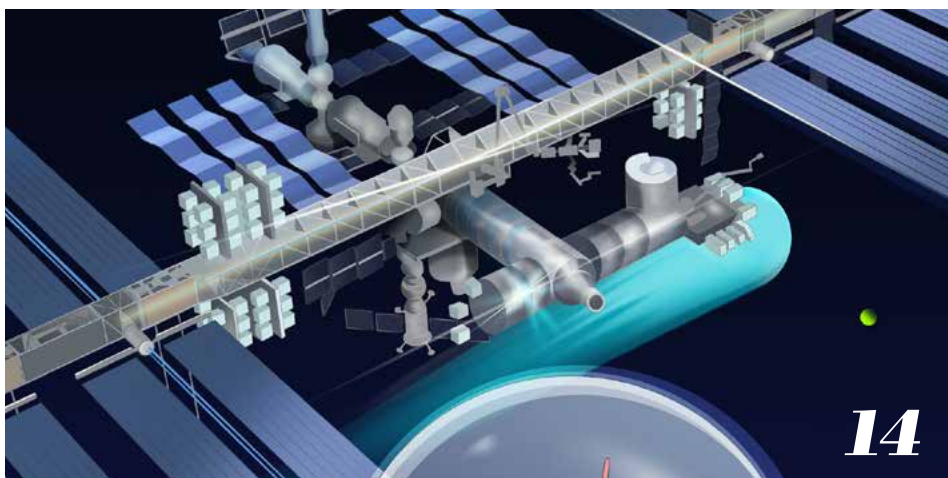


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Cover by Helis Podnek

A MESSAGE FROM THE CEO



Martin Garber-Conrad
Martin Garber-Conrad

Edmontonians never cease to amaze us when their community is in need. When the COVID-19 pandemic hit, Edmonton Community Foundation (ECF) acted quickly to support Edmonton's charitable sector. Our "friends and family" were right there with us, including some brand-new friends!

ECF's COVID-19 Rapid Response Fund was established on March 25th with \$500,000 of our discretionary resources. Since then, Edmontonians have stepped up to grow the fund to more than \$1.1 million. This generosity has resulted in almost \$1 million in grants to dozens of charities working with Edmonton's most vulnerable people.

There have been many lessons learned during the COVID-19 pandemic, the biggest being that we are all in this together and can achieve incredible things when we collaborate. Another is that even in times of extreme circumstances, the challenges of "normal" life continue for many.

Business as usual has not stopped for ECF during the pandemic. When news of the mass shooting in Nova Scotia broke, we knew we had to support our colleagues out east. We contributed \$10,000 to the Community Foundation of Nova Scotia's "We Rise Again"

fund to help their community begin the long road of healing and recovery.

Around this time, we also reached out to our friends in Fort McMurray with a similar "solidarity" contribution to the Wood Buffalo Community Foundation as flood waters wreaked havoc in their town.

ECF's regular granting streams also continue to strengthen the community. Our cover story features a once-in-a-lifetime opportunity for local students who are sending an experiment they designed up to the International Space Station to be conducted by the astronauts on board.

On page 6, we explore how the downtown neighbourhood of McCauley came together to raise \$1 million in three weeks to purchase a problem property in the heart of their community.

On page 10, we profile three young philanthropists who are establishing endowment funds at ECF to support organizations and causes close to their hearts — now and forever.

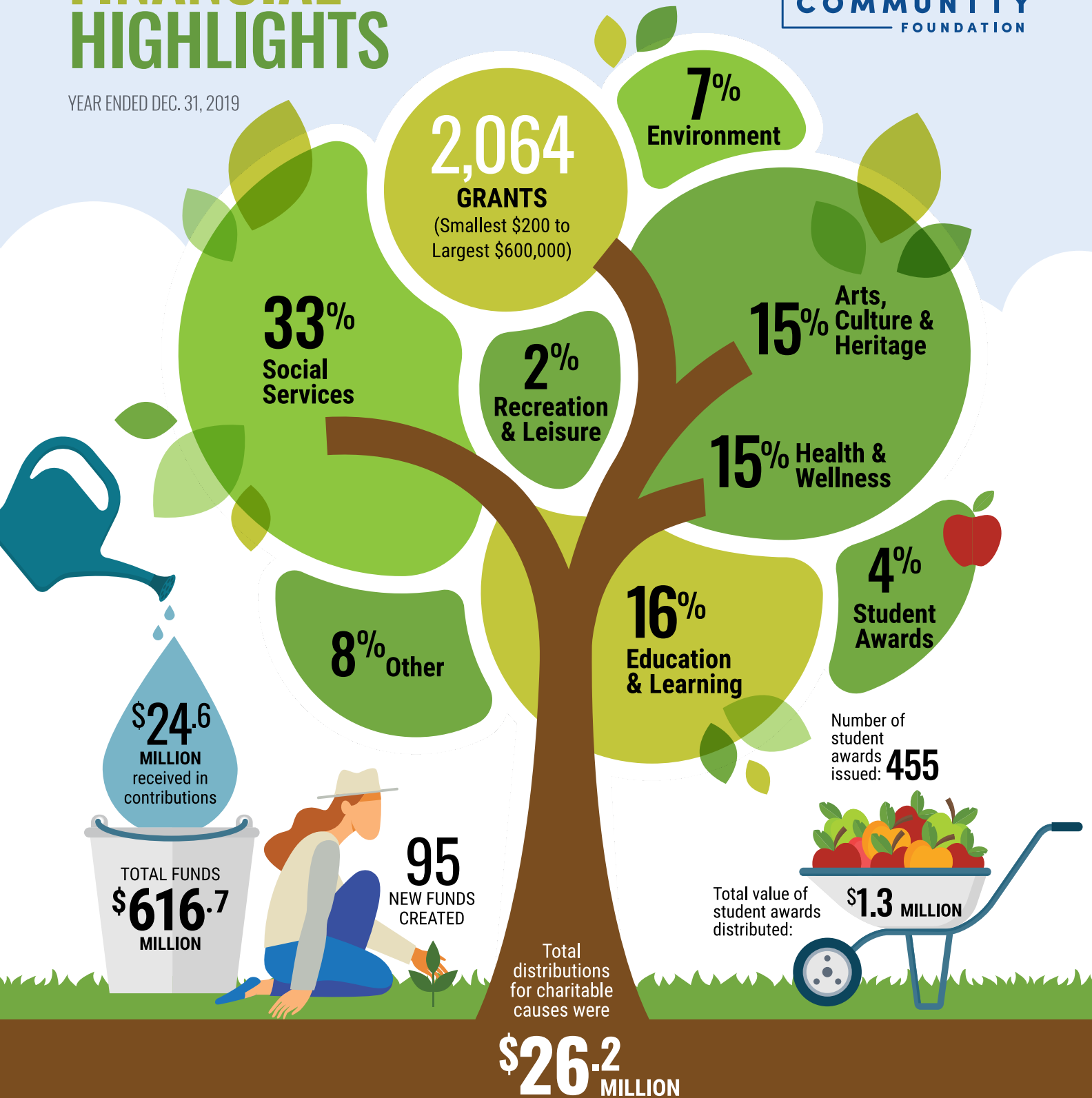
And on page 19 we look at how ECF is partnering with Al Rashid to help them continue supporting the post-secondary aspirations of Edmonton's Muslim community.

Stay safe!

FINANCIAL HIGHLIGHTS

YEAR ENDED DEC. 31, 2019

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A WHOLE DIFFERENT WAY

MCCAULEY NEIGHBOURHOOD TAKES CHARGE OF ITS FUTURE WITH PIAZZA PROJECT

When the Edmonton Community Development Company (Edmonton CDC) embarked on a project in the McCauley neighbourhood, it never imagined teaming up with residents to create an investment co-operative that would buy a strip mall.

But McCauley's vision to transform a notorious plaza into a family-friendly commercial hub was a perfect — albeit unusual — fit with the organization's mandate to help inner-city neighbourhoods create jobs, affordable housing, social infrastructure and economic prospects.

"You don't see too many community development initiatives where a neighbourhood creates a way to actually buy, own and determine the future of a major asset in their neighbourhood," says Mark Holmgren, executive director of Edmonton CDC.

"It's a whole different way of doing business."

THE PIAZZA PROJECT

The Edmonton CDC formed in early 2017, on a recommendation from the End Poverty Edmonton road map. Edmonton Community Foundation was a lead catalyst in encouraging the city to create the non-profit and continues to be a partner, providing project funding and support.

The McCauley project focused on The Piazza, a \$2.86-million strip mall in Little Italy, the heart of the neighbourhood in Edmonton's northeast downtown.

Residents had long complained about problems around the mall — gambling, drug trafficking, a high police presence and general social disorder. When the community approached the Edmonton CDC with an idea to buy and transform the plaza, the organization was intrigued.

Collaborating with Edmonton neighbourhoods on community-minded initiatives is right up Edmonton CDC's alley. "Part of our mandate is to try to improve situations and conditions for people who [have] low income," Holmgren says.

But there was a problem — the property wasn't for sale.

Residents had been unsuccessful in a previous attempt to buy the 1989 strip mall. Once Edmonton CDC was on board, it joined forces with Edmonton realtor Ross Lizotte, who started working on convincing the owners to sell.

In the meantime, Edmonton CDC launched conversations with residents and business owners about how they would pay for it.

"As the conversation evolved, it became clear that most people hold the majority of their savings in RRSPs and/or TFSA's," says Karen Gingras, Edmonton CDC's director of neighbourhood development. "The only legal structure we were aware of ... was to create an investment co-op."

It was a steep learning curve but the McCauley Development Co-operative, an entity that can seek investments including RRSP and TFSA transfers, was created. Through the co-op, community members could build a fund to purchase the property.

After months of negotiating with the owners, an offer was submitted and accepted. The co-op had just six weeks to raise \$1 million but only needed 20 days. With 91 investors plus financial support from other partners, the co-op now owns The Piazza.

"YOU DON'T SEE TOO MANY COMMUNITY DEVELOPMENT INITIATIVES WHERE A NEIGHBOURHOOD CREATES A WAY TO ACTUALLY BUY, OWN AND DETERMINE THE FUTURE OF A MAJOR ASSET IN THEIR NEIGHBOURHOOD."

— Mark Holmgren

OF DOING BUSINESS

A FOCAL POINT

The hope is to create a plaza with a bright, welcoming exterior and a curated selection of retail and family-oriented businesses.

“The vision for 95th Street is to really turn it into ... a vibrant, walkable street. And that’s all a part of what we do with the mall so that it becomes a wonderful focal point,” Gingras explains.

She thinks The Piazza could become a destination for all Edmontonians.

“It’s in such a great location.”

CAPACITY-BUILDING

Holmgren says the initiative’s success extends beyond buying and transforming a mall.

“Not every neighbourhood will have what it takes to pull this off,” he says. “They won’t know that until they have a better understanding of what this thing is and how it might apply to their neighbours.”

To that end, Holmgren hopes to design a series of workshops that would explain investment co-ops — what they are, how to create one and where the risks lie — to

community leagues, business associations and faith-based organizations.

McCauley is an example of how an investment co-op helped residents take charge of their neighbourhood’s future.

“The kind of social capital that existed to pull this off has only been increased by 91 people coming together and investing their personal money in this project. Think of the level of trust that had to exist and the leadership that had to exist,” he says.

“Capacity-building is important and produces not just immediate results, but provides the means by which they really can do more in the future.” ■

LISTEN IN TO
EDMONTON COMMUNITY FOUNDATION'S
PODCAST TO DISCOVER MORE ABOUT
THE PIAZZA PROJECT:
thewellendowedpodcast.com

**“THE VISION FOR 95TH STREET IS TO REALLY TURN IT INTO ...
A VIBRANT, WALKABLE STREET. AND THAT’S ALL A PART
OF WHAT WE DO WITH THE MALL SO THAT IT BECOMES A
WONDERFUL FOCAL POINT.”**

– Karen Gingras

A GAS STATION WITH A DIFFERENCE

THE PAPASCHASE REPLANT THEIR CENTURY-OLD ROOTS

BY LISA CATTERALL

It may look like just a gas station, but it is a project more than a century in the making.

The Papaschase First Nation has purchased and is operating a Petro-Canada station in south Edmonton where Queen Elizabeth II Highway splits to become Gateway Boulevard and Calgary Trail. The station will provide good jobs for about 20 band members, and much needed revenue to enable the band to provide services and support to its more than 900 members. But perhaps more importantly, it is a first step of reconciliation for the Papaschase First Nation.

The Papaschase were signatories to Treaty Six in 1877, and held a 100-square-kilometre

reserve encompassing what is now most of south Edmonton. Then in 1887, through a number of controversial actions led by Indian Affairs Inspector T.P. Wadsworth and Commissioner Edgar Dewdney, the First Nation was disbanded and forced off the reserve without receiving payment for the sale of the land. They have been striving to re-establish their status ever since.

“WE WANT TO PROVE TO PEOPLE THAT WE CAN LOOK AFTER OURSELVES.”

– Chief Calvin Bruneau

In 2018, they made headway, as the Papaschase were finally recognized as being a signing member and First Nation under the Treaty.

And in 2020, with a financing loan from the Social Enterprise Fund, a non-profit that was funded, and founded by Edmonton Community Foundation, the Papaschase were able to purchase the gas station, both land and business, from Suncor. In doing so, the band created a revenue stream, and now owns a piece of their original reserve — the first step in their ultimate goal of

establishing an urban reserve.

Not only will the station sell gasoline, but First Nations’ crafts and food items, helping share the story of who the Papaschase are with their fellow Edmontonians. And

becoming self-sufficient is key to Chief Calvin Bruneau’s vision for the Papaschase.

“We want to prove to people that we can look after ourselves,” he says. ■





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A NEW GENERATION OF GENEROSITY

THESE YOUNG DONORS ARE LEADING
THE WAY

BY LISA CATTERALL

For many young people in the early stages of their careers, philanthropy can seem like an overly ambitious aspiration. Between paying off student loans, saving for a house or raising a family, it can be hard to find spare funds to support charitable causes. Yet, with the right approach, including support from family and friends and Edmonton Community Foundation, philanthropy doesn't need to wait.

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LISA

PRUDEN

Step Forward Fund

As a staff member at Edmonton Community Foundation (ECF), Lisa Pruden has unique perspective into the Foundation's work and everyday impact. So it came as no surprise to most of her friends and family when, after two years at ECF, Pruden established the Step Forward Fund, an endowment fund designed to support individuals and families moving out of poverty.

"I get to see a lot behind the scenes of the impact an endowment can have," she says.

"THIS FUND WILL BE A WAY OF SUPPORTING PEOPLE, WITHOUT JUDGMENT, AS THEY'RE WIDENING THE GAP BETWEEN THEMSELVES AND THE POVERTY LINE."

— Lisa Pruden

"For me, the nice thing about creating an endowment is that I'm able to give at a level that I couldn't necessarily do on my own — and I can have a larger, longer-term impact."

Pruden understood many of the complex factors that could contribute to trapping someone in the cycle of poverty. With the Step Forward Fund, she hopes to help people break free of that cycle, for good. She chose to direct the fund to support E4C, a non-profit focused on supporting vulnerable populations. The organization's values resonated with her, and were well-aligned with her long-term goal of helping people along the daunting and often precarious journey out of poverty.

"I wanted the fund to focus on growing away from poverty because of the stigma that is attached to being poor. There are still too many people out there who, when they see someone who is in poverty or struggling

to make ends meet, think it's because the person deserves it. I think we need a more compassionate view," she says. "This fund will be a way of supporting people, without judgment, as they're widening the gap between themselves and the poverty line."

Support from Pruden's family and friends for the fund has been remarkable. At around two years

"There's been a real sense of support, having so many people come together to help me reach the goal. I don't really have words for the gratitude I feel," she says, almost in tears. "I guess I could say that one feels very loved, supported and lucky to be a part of such an amazing community." >

into the fundraising journey, she is now more than halfway toward her goal for the endowment, thanks in large part to their generosity. For Pruden, it's an experience that demonstrates the impact of strength in numbers.



SAMANTHA DOVER

*Empowerment Through
Education Fund*

When Samantha Dover first began volunteering at the Zebra Child Protection Centre nearly a decade ago, she was midway through her undergraduate studies at the University of Alberta. At the time, the volunteer role was a means to an end: She was hoping to bolster her application for postgraduate studies.

But that quickly changed.

“The kids that I met there just blew me away. The stories I heard were heartbreaking, but what I saw in these kids and their families was resilience and strength. It was inspiring,” she says.

One thing led to another, and before long, Dover found herself employed at Zebra, eventually becoming the centre’s director of community education and engagement. The role was a chance to support young people dealing with grief and trauma, while also increasing community awareness and understanding. It was rewarding and fulfilling work, but after five years at the Centre, Dover was ready to do more. In 2018, she left to pursue a master’s degree in counselling.

“The work we were doing at Zebra was great; it’s valuable and so meaningful. But I wanted to be more involved in the healing process for these kids and their families,” she says.

Today, Dover is a registered provisional psychologist and educator. One of her first priorities in setting out in this new career was finding a way to keep supporting organizations like Zebra.

“Having worked there for so long, I understood all too well what families often face when they go through trauma. They’re struggling to reorient; they end up with financial stress due to treatment or the need to change significant parts of their life. It can be overwhelming,” she says. “Creating this fund was my chance to support these families in what is likely one of the most challenging periods they’ll ever go through.”

With the Empowerment Through Education Fund at Edmonton Community

“THERE’S A DIRECT CORRELATION BETWEEN EDUCATION AND RESILIENCY, SO WITH THIS FUND, MY HOPE IS TO SUPPORT YOUTH IN THEIR HEALING AND GROWTH.”

– Samantha Dover

Foundation, Dover hopes to promote resiliency in youth by supporting their post-secondary studies. The ultimate goal, she notes, will be to cover a student’s full tuition.

“There’s a direct correlation between education and resiliency, so with this fund, my hope is to support youth in their healing and growth,” she says. “And really, just like the name says, I hope that through education, we can give back a sense of empowerment and control to these kids and their families.”



FERDINAND LAÑGIT

Lañgit Family Fund

Growing up in Edmonton's west end, Ferdinand Lañgit and his three siblings were introduced to the idea of charitable giving from a young age. Their parents were active members of their church community, and were keen to instil the value of philanthropy in their kids.

"Giving back was just something that was done automatically — there was no question about it. It was just what we were raised to do," he says.

"GIVING BACK WAS JUST SOMETHING THAT WAS DONE AUTOMATICALLY – THERE WAS NO QUESTION ABOUT IT. IT WAS JUST WHAT WE WERE RAISED TO DO."

– Ferdinand Lañgit

So much so, that after completing his undergraduate degree, Lañgit was determined to make a difference in the world. He dreamed of working for a large national or international organization that could have a positive impact on large groups of people. He moved across the country to pursue this dream, but soon came to realize that the work he wanted to do — where he felt like he'd be making the most difference — could be done closer to home than he'd thought.

"I'd spent some time volunteering in housing for people living with HIV, and it dawned on me that this was how I could give back," he says. "That was it for me. I knew from that point on that I had to work in the non-profit sector."

Lañgit went on to work with and sit on the boards of a variety of non-profits in Edmonton. Through this experience, he came to appreciate one common thread that tied these organizations together: No matter which cause they supported, or how they worked to create

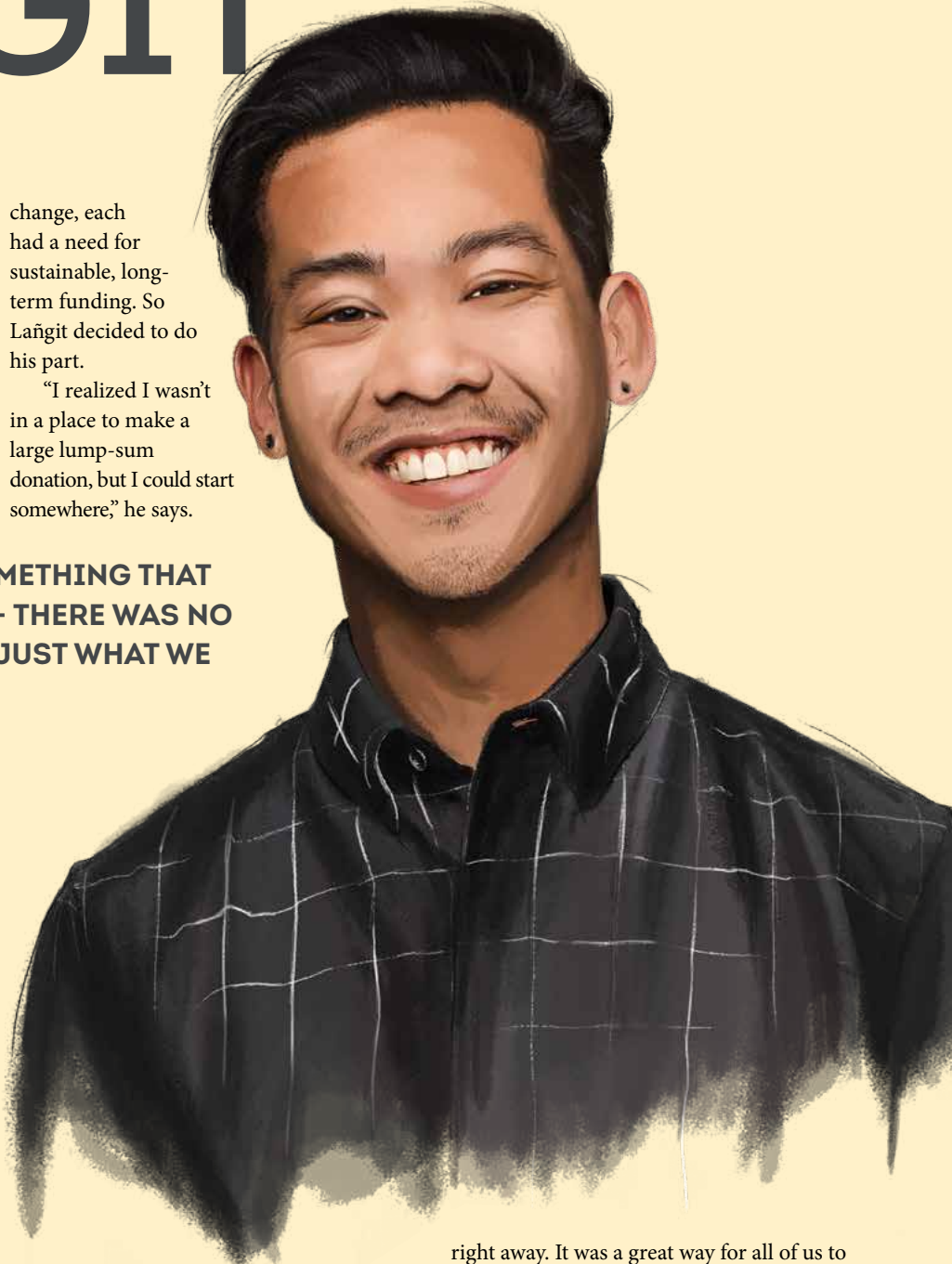
change, each had a need for sustainable, long-term funding. So Lañgit decided to do his part.

"I realized I wasn't in a place to make a large lump-sum donation, but I could start somewhere," he says.

He discussed possible options with Edmonton Community Foundation. Then, he approached his family with the idea of creating a lasting legacy: the Lañgit Family Fund.

Unsurprisingly, the Lañgits didn't require much convincing. "Everyone was on board

right away. It was a great way for all of us to give back while keeping our personal interests in mind," he says. And although the fund will not begin granting for some time, the family is excited to see the impact it will eventually have in supporting arts, culture and seniors care — areas they all agreed should be top priority. ■



TEEN SCIENCE OF

BY MINISTER FAUST
PHOTOS: MAT SIMPSON

STUDENTS SEND SHRIMP TO THE SPACE STATION AS PA



They form an unlikely alliance, forged by destiny and tasked with a critical mission: To launch tiny, aquatic arthropods into space to see if they could become part of the post-apocalyptic food chain that could nourish humanity on Earth and sustain the space explorers venturing to Mars, the gas giants and the infinite stars beyond.

Are they the Guardians of the Galaxy? No, they're just four junior high school

Maddy Keown, the hard-to-impress (but nice) version of Nebula, who dreams of becoming an artist or a chef; and Bradley Vith, reminiscent of the robotics-minded Rocket, who yearns for a future in e-sports. The eldest, and possibly the leader of this crew, is Sofia Sejutee, a Grade 9 student from Highlands School, who has the vision and intensity of Gamora plus the warmth of Mantis.

Their mission? To test the effects of microgravity on the reproduction and growth size of brine shrimp — better known, at least to generations of comic-book readers, as sea monkeys.

GRAVITY RULES IN THIS SCHOOL PROGRAM

Of course, being smart isn't the only criterion to get an experiment onboard the space station. Thanks to financial support from Edmonton Community Foundation, junior high students from Edmonton Public Schools are participating for a second year in NASA's Student Spaceflight Experiments Program (SSEP).

With help from their science or Career and Technology Foundations teachers, these enterprising (ahem) students will contribute in scientific research conducted in a laboratory moving at nearly eight kilometres per second in the near-Earth orbit, while helping fulfil the SSEP's goal to promote youth achievement in mathematics, science, engineering and technology.

The student program was formed in 2010 as an initiative of the National Centre for Earth and Space Science Education in the United States, with support from the Arthur C. Clarke Institute for Space Education, the Smithsonian Institution's National Air and Space Museum and the Center for the Advancement of Science in Space. It is a stunning opportunity for ambitious



students whose miniature, self-contained science experiment will make a giant journey in July, rocketing 400 kilometres to the International Space Station for testing by astronauts and cosmonauts before returning to Edmonton at summer's end.

So who are these bold and vicarious space explorers? Three are Grade 7 students from Rosslyn School: Adrien Hanna, a jokester in the style of Star-Lord (of Marvel Comics superhero fame), who has ambitions of becoming an MMA fighter;



WHAT'S OUT THIS WORLD

PART OF A NASA PROGRAM THAT URGES THEM TO REACH FOR THE STARS



teens — especially interstellar enthusiasts — to make a true contribution to space exploration.

And these aren't just school arts and crafts, but real research projects conducted under the mentorship of university scientists. Program director Jeff Goldstein enthused in 2014 about the range of experiments involved in that year's launch. "Stem cell research, nanotubes, mutations of DNA fermentation in space, development of salamander eggs," he said. "Really, a very wide variety of research disciplines."

The major goal of SSEP, according to Goldstein, is to provide "an absolutely authentic immersion in every facet of real research" — and he doesn't see age as an obstacle. "Researchers are in the business of organized curiosity and evidence-based learning for the human race," he said. "Our children are born curious ... they're fully capable of taking this on."

Sejutee says it took about a week for the news to sink in that her experiment had

been chosen for 2020's mission. "My teachers were going insane," she recalls. "At our winter dance, it was announced to our whole school and everyone was clapping and going crazy. It was very humbling."

Reality began setting in as the teens participated in hands-on activities at the University of Alberta and then got a chance to talk about their mission with the media. Sejutee is nearly vibrating as she says, "Sometimes in the middle of the night, I'll just wake up and I'm like, 'Oh, my god! My experiment's going into space!'"

SPACE FOOD FOR THOUGHT

Contrary to popular belief, there is gravity in space, but its effects are minimal on human-scale activities. The microgravity environment of the near-Earth orbital zone, in which the space station travels, makes it an ideal location to understand how the >

"STEM CELL
RESEARCH,
NANOTUBES,
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IN SPACE,
DEVELOPMENT OF
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REALLY, A VERY
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DISCIPLINES."

— Jeff Goldstein





“OUR CHILDREN ARE
BORN CURIOUS ...
THEY’RE FULLY
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THIS ON.”

– Jeff Goldstein

absence of gravity affects normal physical processes on Earth — similar to comparing the effects of sunlight on marigolds by growing one in the dark and another in a bright greenhouse. Students choose research topics by looking at the effects of gravity on the world around them and wondering what would happen if they could turn the “gravity switch” off.

The experiment itself will compare the growth patterns of brine shrimp cultivated aboard the space station against those grown on Earth with its gravitational force. The goal is to determine whether the shrimp could become a renewable food source.

Current “space rations” are formatted for long-term storage as well as the microgravity conditions that can cause a plate of rice to become a slowly spreading snowstorm. While the crew on the International Space Station can choose from a menu of fruits, nuts, peanut butter, chicken, beef, seafood, candy and brownies, it’s hard to imagine anyone not becoming increasingly miserable spending months on end without fresh meat, fruit or vegetables. Crewed missions to Mars will require at least 30 weeks of travel each way, on top of the length of their surface

mission. Space travellers who don’t want to be at each other’s throats are going to need fresh and tasty things to consume — and that means growing them on their ships, stations and landing sites.

Brine shrimp are too tiny to grill on the barbecue — the largest might grow to be about the size of a Tic Tac breath mint — but they’re light and can survive in a dehydrated state, making them ideal candidates for an intergalactic grocery list.

TEAMWORK FOR THE WIN

In the two years since Edmonton Public Schools secured a berth on the rocket that sends experiments to International Space Station researchers, thousands of students from classrooms around the city compete for the coveted spot, researching topics, creating hypotheses and designing their experiments. The mission in 2019 included an experiment, created by Grade 9 students at Edmonton’s David Thomas King School, on growing watercress seeds.

This year, the winning project included a new dimension: group work.



The “Guardians” alliance was formed when teachers from the two schools realized that each had students working on a brine shrimp project to submit to the SSEP program. The students were given a choice: go head-to-head to compete for the prized mission spot or collaborate. The students chose the latter.

The team assembled a “mini-lab” — a capsule containing dry brine shrimp eggs, salt water and algae, along with experiment instructions — that the International Space Station crew will use.

Vith knew “absolutely nothing” about brine shrimp before joining the project but his interest in the tiny creatures was piqued while reading about them in a list of NASA projects. “Because I saw they could withstand harsh environments, I thought, ‘Why not send them to space?’”

Keown explains that brine shrimp could be a key part of a future galactic ecosystem. “On long-term missions, you need a food supply — you need to grow food [to] feed to other food,” he says. For example, a spaceship’s aquaculture system could have algae feeding the brine shrimp, the shrimp feeding the fish, and the fish feeding the crew. Fish waste would become food for plant crops such as lettuce, tomatoes, cucumbers, squash, cabbage, strawberries, papaya and herbs.

“When you have brine shrimp grown and bred [as] a renewable food source for fish, which can then feed humans, it works really well, [and] brine shrimp can also be directly

eaten by humans,” says Sejutee. “Brine shrimp and fish [are] very high in Omega-3 fatty acids, zinc, potassium, calcium — all the nutrients you need to keep a healthy cardiovascular system.”

Not all of these young Guardians are convinced that this space mission experience will change their lives.

Keown says he’s unlikely to pursue a future in science or space but Vith is considering something with robotics. Hanna notes that this will give him something to brag about when he’s grown into adulthood.

As for Sejutee, the Grade 9 student says the program has ignited her excitement about the life-long possibilities that could result from the mission.

“Definitely this experiment has opened more doors,” she says. “I never really thought about space before this as a career — but now, it’s really interesting!” ■

“DEFINITELY THIS EXPERIMENT HAS OPENED MORE DOORS. I NEVER REALLY THOUGHT ABOUT SPACE BEFORE THIS AS A CAREER – BUT NOW, IT’S REALLY INTERESTING!”

– Sofia Sejutee

“SOMETIMES IN THE MIDDLE OF THE NIGHT, I’LL JUST WAKE UP AND I’M LIKE, ‘OH, MY GOD! MY EXPERIMENT’S GOING INTO SPACE!’”

– Sofia Sejutee



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BY DAVID RYNING
PHOTOS: CURTIS COMEAU

SUPPORTING SCHOLARS

*Al Rashid Education Foundation
scholarships help Edmonton's
young Muslims reach
new heights*

“**W**herever there are doors, I knock on them,” said Yasmeen El Hajjab Abdallah.

It is a philosophy the 23-year-old lives every day. Between school, employment and volunteer work, she is a whirlwind of activity. Abdallah is a lifelong Edmontonian and a student at the University of Alberta, set to graduate from the Doctor of Pharmacy program in 2022. As if the demands of academia and a job are not enough, she also gives back to the community through an inspiring array of volunteer work.

“WHEREVER THERE ARE DOORS, I KNOCK ON THEM.”

– Yasmeen El Hajjab Abdallah

In one instance, her efforts helped save the 2018 Bissell Centre New Year’s Day dinner.

“That was actually my mom who brought it up,” Abdallah said. “She said, ‘Look at this, they don’t have enough funds to pay for their dinners. We have to do something about it.’”

Not one to back down from a challenge, Abdallah coordinated efforts that helped the Al Rashid Mosque raise \$10,000 toward the dinner. The event was a success, providing 1,200 meals to Edmonton’s less fortunate.

While Abdallah’s activism ranges from political and research organizations to the Heart and Stroke Foundation, one organization she is most closely involved with is the Al Rashid Education Foundation (AREF).

AREF is devoted to post-secondary education within Muslim communities and promoting community leadership by young people. The Foundation provides a number of scholarships to students who exemplify a combination of academic excellence and community service. The scholarships are for undergraduate and postgraduate students,

and range in value from \$1,000 to \$5,000. Since 2014, AREF has awarded more than \$200,000 to over 100 students.

Aumer Assaf, vice president of AREF, says that the Foundation’s aim is “to develop bold and imaginative thinkers that will lead our nation into the future.”

“AREF encourages diversity in educational pathways and guides young scholars to engage in disciplines that are

under-pursued in the community, all in an attempt to ensure expertise to address the rapidly transforming needs of our society,” Assaf said.

Abdallah has had a close connection to AREF for several years, both as a scholarship recipient and more recently as a board member in a communications role.

(She does not have input into selection of scholarship recipients.) That relationship has been an important part of her success.

Abdallah,



“MORE SO THAN THE MONEY, IT WAS EXCITING TO FEEL YOU HAD A COMMUNITY SUPPORTING YOU. SO, WITH THE ENTRANCE SCHOLARSHIP, IT WAS LIKE AREF SAYING, ‘WE’LL HELP YOU WITH THIS FIRST STEP.’”

– Yasmeen El Hajjab Abdallah

The AREF slogan, “Success is Sweet,” speaks to the value it places on academic achievement. Successful high-school scholarship applicants are required to have at least an 80 per cent average and be enrolled in upcoming post-secondary studies. Post-secondary students are required to have a grade-point average of at least 3.5.

Kathy Hawkesworth, director of donor services for Edmonton Community Foundation, has seen the results of AREF’s vision, as the two organizations have worked together.

“AREF provides scholarships to wonderful

young people,” Hawkesworth said.

“They have, with the consent of one of their donor families, created an endowment fund here as the first of what we hope will become a family of funds, each named by the donor family. We have had the pleasure of attending their awards ceremony the last two years and can attest to the brilliance and skill of the young people who receive awards. As an older adult, I find it a very humbling and positive experience. Our world will be in good hands with these young people at the helm.”

For Abdallah, the hard work to meet the requirements, both for academic achievement and community service, is second nature. It is a trait she says she inherited from her parents.

“We don’t know how to just sit down and relax,” she said. “It’s a common theme in my

family to just go, go, go.”

That energy has paid dividends. In 2019, Abdallah received AREF’s Iyshie Mariam Kazeil Memorial Scholarship, a \$5,000 award to the top female applicant in all categories. She said the scholarship is meaningful to her as an opportunity to inspire others.

“It’s creating a legacy,” she said. “By creating that legacy and a community really acknowledging your legacy, you set an example for other people. You can use my legacy as a step to go above and reach for the highest you can reach.”

The point of AREF scholarships, Abdallah believes, is to encourage students to look outward and engage with their communities.

“What good can you do if you live in your own bubble?” she said.

When asked to summarize her feelings about AREF scholarships, she credits the support with helping her reach her potential. She adds that her long-term goal is to give back to AREF by establishing her own scholarship for women in science, technology, engineering and mathematics (STEM).

“There is that saying that ‘We stand on the shoulders of giants.’ It’s like that with AREF — they let you stand on their shoulders.” ■

“THERE IS THAT SAYING THAT ‘WE STAND ON THE SHOULDERS OF GIANTS.’ IT’S LIKE THAT WITH AREF – THEY LET YOU STAND ON THEIR SHOULDERS.”

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whose first AREF scholarship came in 2014, said it covered the cost of her textbooks and supplies. More importantly, it boosted her confidence.

“More so than the money, it was exciting to feel you had a community supporting you. So, with the entrance scholarship, it was like AREF saying, ‘We’ll help you with this first step,’ so that was really exciting to have.”

MILLENNIAL ACTIVISM & ENGAGEMENT

Edmonton Vital Signs is an annual checkup conducted by Edmonton Community Foundation, in partnership with Edmonton Social Planning Council, to measure how the community is doing. Vital Topics are a quick but comprehensive look at issues that are timely and important to Edmonton.

Unless otherwise stated, "Edmonton" refers to Census Metropolitan Area and not solely the City of Edmonton.

Who are the MILLENNIALS?

Millennial (Gen Y)

Defined as the cohort born between **1981 and 1996**.

iGEN (Gen Z)

Post millennials born between **1997 and 2010**.

The youngest generation born 2011 to present is referred to as the **Alpha generation**.

GENERATION X (Gen X)

Born between **1965 and 1980**.

BABY BOOMER (Boomers)

Born between **1946 and 1964**.

The SILENT Generation

Born in **1945** or earlier.

Definitions

For the purposes of this document these terms are defined as:

ADVOCACY – Support of an issue including actions taken to further the cause such as raising awareness, voting, and other actions of support.

ENGAGEMENT – Involvement in society, community, and beyond that helps shape what you want to see in the world.

ACTIVISM – Actively working to change a system, prejudice, or injustice.



VOTING POWER

According to the latest municipal census, **MORE THAN 1 IN 4 EDMONTONIANS ARE MILLENNIALS.**

They carry more political voting power in Edmonton than the baby boomers and the silent generation combined.

More millennials are now eligible to vote in Canada than baby boomers. Canadian youth have typically voted in lower numbers than other age groups. But, in the 2015 federal election, a record 57% of all eligible youth voters turned out.

BARRIERS TO VOTING

According to the **2015 National Youth Survey** (aged 18-34 consisting largely of millennials at the time of the survey), two major barriers that prevented youth from voting are motivation and access.

Compared to older voters, **Canadian youth:**

- are less interested in Canadian politics
- feel less strongly that voting will make a difference and believe that the government does not care what they think
- tend to see voting as a choice rather than a duty

They also discovered that **millennials:**

- were less likely to receive a voter information card
- were less aware of the ways to register and vote
- perceived the voting process as too difficult (e.g. getting to the polls, proving their identity)



POLITICAL ACTIVISM According to Environics Survey of Canadian Millennial Social Values:

- **More than half** of millennials follow news and current events daily online.
- **One in four** millennials actively engage with issues and causes, most often online.
- **One in five** millennials participated in ongoing events or meetings about a cause/issue in the past 12 months.

Do millennials get involved with CAUSES?

According to Case Foundation's Millennial Impact Project:

Millennials value all ways of giving back as equal whether it is volunteering, a donation, or signing a petition.

Issues that matter to millennials

Commonly cited issues for millennials are:

- Housing.
- Affordability and making ends meet.
- Healthcare.
- Climate change and the environment.

How millennials engage with causes

- Millennials are digital natives who look to technology first to connect.
- They want to improve the lives of those needing help. The organization is secondary to the cause.
- Authenticity in causes – They want to know who, what, why, and how you're doing it.
- They are looking for gratitude and an interpersonal connection with causes they support.

PHILANTHROPY

Canadian millennials contributed 15% of all money donated in 2017. The same percentage as in 2013.

Historically, most donors are people middle aged or older. For millennials, the demands of building a career and raising a family often leave little disposable income for philanthropy.

TOP 3 GIVING PRIORITIES BY GENERATIONS

	MILLENNIALS	Gen X	Boomers	Silent Generation
1	Health	Worship*	Worship*	Worship*
2	Animals	Animals	Health	Health
3	Worship*	Health	Children	Arts

* PLACES OF WORSHIP

What motivates millennials to give:

AUTHENTICITY – Millennials value meaningful connections and are more likely to give to a cause (not a specific organization) when moved by an authentic story.

TRANSPARENCY – Millennials like to see where their money goes and how their contribution makes a difference.

SHARING – Millennials value their friends' opinions. They also want to share the impact so others will become inspired by their cause.

Volunteering

According to the 2013 Millennial Impact Report, **73% OF MILLENNIALS VOLUNTEERED FOR A NONPROFIT IN 2012.**

- More than **three-quarters** volunteered because they were passionate about the cause or issue,
- **2 in 3** felt they could have an impact on a cause they cared about.

According to a report from Volunteer Connect:

The typical volunteer in Edmonton would be:

- early-30s, big-city dweller, born in Canada (or very recently immigrated to Canada),
- volunteers about three times per month, involved with a couple of specific causes they connected with online,
- interested in using and building their skills.
- **71% of volunteers** want flexible volunteer activities on their own schedule.
- Edmonton (and other urban) volunteers report the number one barrier to volunteering is they could not find interesting opportunities.

Millennials are everyday changemakers.

They believe all actions matter – big and small. They exhibit social good in small acts they perform every day individually, which results in leverage as a group to cause change.

Millennials believe in activism.

71% consider voting as activism. Self-identified activists are more likely to contact their representatives and/or take part in marches/rallies than to use social media for cause support.

81% are confident that whatever actions they take will lead to improvements.

Millennials care about social issues.

Millennials see themselves in the shoes of others who don't look like them, speak the same language, have the same education, or come from the same background – perhaps because of their high level of diversity.

How millennials give

67%
of millennials

donate by website, app or text to donate compared to only 48% of Gen Xers.

Millennials prefer:

- monthly giving
- charitable gifts in lieu of gifts.

Millennials are passionate about issues, not institutions or politicians.

Millennials express little trust in the government's ability to address key issues and are impatient with politics, but they still willingly contact their political representatives and vote.

Millennials value collective action and networks and are often influenced by their peers.

Millennials are far more likely to become involved if their peers are already there. With their collective voice, they address social ills.


Google

Millennials are ...

- millennials are lazy?
- millennials are selfish?
- millennials are not loyal?

...full of social values!

According to Millennial Impact Report, millennials believe they will change the world by working together, making small, thoughtful decisions, and speaking out for what they believe in.



BentallGreenOak is a proud supporter of the Edmonton Community Foundation

We look beyond our buildings, to the public spaces where BentallGreenOak forges partnerships that strengthen our communities and improve quality of life.

Learn more at [bentallgreenoak.com](https://www.bentallgreenoak.com)

About BentallGreenOak

BentallGreenOak is a leading, global real estate investment management advisor and a globally-recognized provider of real estate services. BentallGreenOak has offices in 22 cities across ten countries and three continents with deep, local knowledge, experience, and extensive networks in the regions where we invest and manage real estate assets on behalf of our clients. BentallGreenOak is part of the SLC Management which is the institutional alternatives asset management business of Sun Life.