

A blue ribbon is artfully arranged to form a heart shape. The ribbon starts from the bottom right, loops upwards and to the left, crosses itself, loops back to the right, and then forms the top curve of the heart before trailing off to the right. The background is a plain, bright white.

**ELDON &
ANNE FOOTE**

Funds



**There is an interesting
common thread that
weaves itself through
the back story of several
charities in Edmonton...**

Executive directors tell a similar tale of a generous donor who gave funds during an organization's infancy, leading to the leverage of more funding and stability and an increase in programming beyond what many expected.



The root of the story lies with one couple, Eldon and Anne Foote, who started an endowment at Edmonton Community Foundation (ECF) in 2000 with the goal of gifting money to a community that Eldon hadn't lived in since the '60s.

Eldon was a successful lawyer and later a businessman who grew a cleaning product company into a multi-million dollar empire based mainly in Japan and Hong Kong. He was born in Hanna, Alberta, attended the University of Alberta, and worked as a lawyer in Edmonton. Eldon revolutionized the life of Japanese women who were previously tied to the home by hiring them as active sales personnel and they made up his work force in the thousands.

Eldon retained his affection for Alberta and clearly wanted to continue giving back. Eldon was a strong track and field athlete at the University of Alberta and always supported that activity financially. One of his most important legacies will be Foote Field, which he helped to finance, and the international track and field activities that take place there annually. There are approximately a dozen artistic and other philanthropic entities in Edmonton and throughout the province that bear his or Anne's name in some form.

Over the years, additional gifts were made to the funds. As of December 31, 2016 the value of the Eldon & Anne Foote Funds amounted to \$206.7 million and have, over the years, granted more than \$43 million to charities in the community.

As an endowment, a portion of the funds' value is given out as grants each year to selected organizations. These charities work in multiple sectors including: continuing support, children, education, excellence, environment, capital, and community. The endowment is far-reaching and will continue on in perpetuity. Last year about \$7.2 million was granted from the funds — almost a third of the total disbursed by ECF.

“He was a very wealthy man with an interesting philosophy,”

says David Bentley FCPA, former managing partner of Deloitte and long-time friend and business advisor of Eldon’s. That vision and generosity is reflected in the Eldon & Anne Foote Funds in Edmonton as well as a similar gift made to the Lord Mayor’s Charitable Foundation in Australia.

The effects of the local funds are as beautiful as the hiking trails through many of the conservation lands held by Edmonton & Area Land Trust. In 2008 the organization was beginning operations with big plans to start acquiring ecologically significant land. Their goal was to protect these areas to ensure that the wildlife and biodiversity could thrive and provide people with the many benefits of interacting with nature, forever. As an avid outdoorsman, Eldon Foote understood the importance of the work EALT wanted to do.

“The Eldon & Anne Foote Funds have meant everything to the Edmonton and Area Land Trust, enabling the purchase of our first several properties,”

Pam Wight, EALT’s Executive Director says.

The properties conserved through the Eldon & Anne Foote Funds include: Golden Ranches, Hicks, Ministik, Pipestone Creek and Bunchberry Meadows.

Today EALT has secured nine properties ensuring that wetlands continue to filter our water, trees clean our air, wildlife has a place to thrive and nature nurtures our souls.

“Without these funds, we would not have achieved the kind of success and public awareness that we now have in the region,” Pam Wight, EALT’s Executive Director says. “We are immensely grateful.”

The impact of the Eldon & Anne Foote Funds also reaches into Edmonton’s inner city. In iHuman’s large downtown building, at-risk youth have visual, theatrical, musical and textile projects on the go.

A young man is working on a graphic art project in one room, another is recording a rap song in a fully loaded music studio while a staff member is helping a third create spray-painted Cree letters to be part of a larger project.

The breadth of projects is especially impressive when considering the organization’s humble beginnings as a small, volunteer-run group that operated out of a former seedy bar. Back then co-founder Sandra Bromley knew iHuman was relying too much on volunteers rather than skilled staff. It was an unsustainable situation and a grant from the Eldon & Anne Foote Funds “changed everything,” she says.

They hired an executive director and staff to operate programs encompassing everything from mental and physical health to the creative arts of all kinds. Then, when it came time to gather funds for a capital campaign for a permanent building, a million dollars from the Eldon & Anne Foote Funds was the first amount in the coffers, making it easier to secure funds from other donors.



ELDON & ANNE FOOTE *Funds*

<i>Initial Gifts</i>	<i>Total Grants</i>	<i>Current Value of Endowment</i>
\$164.4^M	\$43.6^M	\$206.7^M



Grants from the Eldon & Anne Foote Funds by sector:

Student Awards
\$1.0^M

Recreation & Leisure
\$1.1^M

Community & Social Services
\$15.9^M

Environment
\$2.9^M

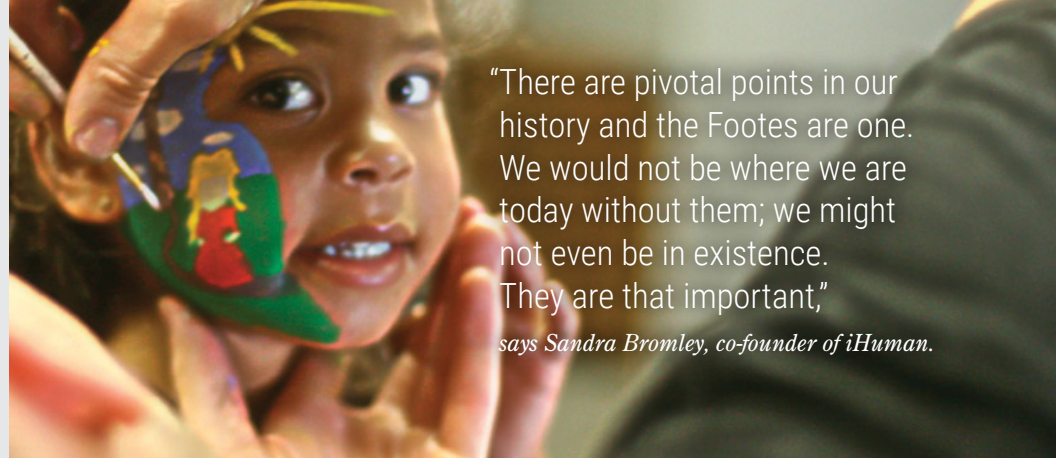
Education & Learning
\$7.9^M

International Organizations
\$0.8^M

Health & Wellness
\$9.3^M

Arts, Culture & Heritage
\$4.7^M

*All numbers calculated as of December 31, 2016



“There are pivotal points in our history and the Footes are one. We would not be where we are today without them; we might not even be in existence. They are that important,”

says Sandra Bromley, co-founder of iHuman.

JudyLynn Archer, former Executive Director of Women Building Futures (WBF) tells a similar story of receiving funds when the organization was in its infancy. “It wouldn’t really be called an organization other than we had a registered name,” says Archer of WBF, whose goal was always to equip women with the skills needed to work in the trades.

Today, there is office space on the main floor and a residence for the women on the upper level. The lower level resembles a school, with lockers facing classrooms full of equipment and plaques on the walls of industry partners who often fund the education of the women they hire.

It’s a busy day because there is expansion now into another building that will be used for administration, allowing for more classrooms. But years ago, there weren’t any partners or multiple classrooms, just a cement basement, one instructor, and a dream of reaching more women.

Archer was surprised when the Eldon & Anne Foote Funds were among the first to grant a substantial amount, which she believes helped leverage more funds for their building.

“The results of all of this are amazing, and so is the fact that it was such a gamble to give us money. We were nobody, just nobody. We had nothing,” says Archer. This year, 6,000 women went through WBF with their average salaries increasing more than 130 per cent in that first year after the program.

Kathy Hawkesworth, Director of Donor Services at ECF, says that level of engagement and desire to help organizations they truly believed in, regardless of their size, was a hallmark of the Footes. “They were prepared to risk it and support causes they truly cared about in the hopes it would make a difference,” says Hawkesworth.

When looking at the many ways the funds have supported the community, the impact is staggering. Along with discretionary grants, the Eldon & Anne Foote Funds were among the first to allow funds to be invested in social enterprises and in ECF's Young Edmonton Grants program, which fosters youth leadership by supporting projects initiated and organized by youth.

The Abbottsfield Youth Project expanded its services to reach children in low-income families in the Clareview neighbourhood; KidSport has received funds that go toward children's sports registration; grants have been given to the Art Gallery of Alberta's capital campaign; longstanding support is given to the WILDNorth Wildlife Rehabilitation; students who need financial help to pursue their education receive awards. And these are just a sampling of the many ways the funds are being used.


Originally, the funds were donor-advised, meaning that each year Eldon and Anne would give advice to ECF as to which charities would receive support. Now the funds provide even more discretion to ECF to make grants in a way that honours Eldon's intentions and enhances the impact on the community.

That's what ECF did when it came time to evaluate the grants made in support of educational bursaries for people served by CEASE (Centre to End All Sexual Exploitation). Kate Quinn, Executive Director of CEASE, identified that having flexible funding would enable CEASE to provide bursaries directly to its clients, thus having greater impact — and so it has.

"That really took us into a whole new level of supporting women, and the timing was incredible because we had far more women calling us," says Quinn. "It meant so much to say we could help."



"Martin Garber-Conrad is a tremendous asset to Edmonton Community Foundation and its donors," says David Bentley, FCPA, former managing partner of Deloitte and long-time friend and business advisor of Eldon's. "His positive attitude and co-operation have been of great assistance."



“Eldon believed that his wealth was held in trust for the benefit of the public in general.”

David Bentley, FCPA, former managing partner of Deloitte and long-time friend and business advisor of Eldon's.

Martin Garber-Conrad, CEO of Edmonton Community Foundation says it's been gratifying to see the impact on organizations already, and he knows that the benefits will only grow in coming years. But he's especially impressed by the way the Footes quietly conducted their community support.

"So much of the funding was originally anonymous – so nobody knew the impact they had on so many areas of charitable work over the last decade. And I think that speaks to the importance they placed on the community."

Eldon & Anne Foote



A decorative graphic on the left side of the page, consisting of a blue ribbon that curves and folds over itself, extending from the left edge towards the center.

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