

Winter 2014

Legacy in Action

25th
ANNIVERSARY
Edmonton
Community
Foundation

Group Effort

A group of teens
honour their friend
by helping others

Silver Anniversary

ECF marks 25 years of
making a difference

New Start

Free2BMe
unleashes the
potential of
children that
go through
the program



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(L-R: Karen Platten Q.C., Kate Faught, Crista Osualdini)



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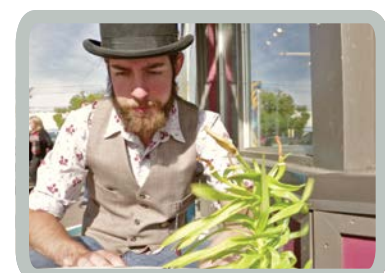
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Content
ECF online has a ton of great videos to keep you engaged with your community foundation! From interviews with donors to instructional videos on applying for scholarships and grants, we have you covered.



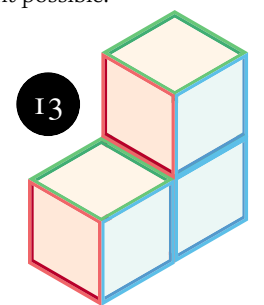
Stay Connected
Like us on Facebook to keep up-to-date on our projects, and follow us on Twitter (@theECF) for live updates from the frontlines of your community foundation.

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Message from the CEO



Welcome to the February issue of **Legacy in Action** magazine. In the spirit of the 22nd Winter Olympics we're highlighting local champions who are enhancing our community through sport and recreation.

The cover story (page 10) is about a group of teens who rallied together after the death of their friend to create an endowment fund for The Brick Sport Central, an organization that outfits low-income children with refurbished sports equipment.

Next, there's a story about the Steadward Centre's Free2BMe program (page 9), helping kids with developmental issues reach their full potential through play. Then there's Edmonton YWCA's exciting GirlSpace

program (page 8) that teaches young women life and leadership skills.

As we celebrate Canada's quest for the podium in Sochi we're also celebrating Edmonton Community Foundation's 25th anniversary right here at home. Our feature article (page 5) will take you back to the beginnings of ECF to hear from people who have helped grow the foundation to what it is today.

We are delighted and humbled to think that the generosity of the founding donors has grown so much in such a short time. During our first 25 years ECF has been able to grant more than \$150 million to local charities. And our asset base has grown to more than \$400 million, thanks to

the community spirit of so many Edmontonians with a real vision for our city's future.

Just for fun, we've included a note about the short videos that you can check out on our YouTube channel. We're not suggesting you spend work time on the Internet, but if you're looking for a feel-good distraction from the daily grind, check these out.

Go Team Canada and keep warm, all!

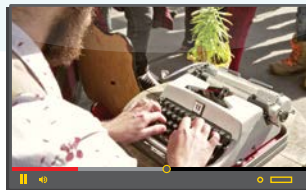
Martin Garber-Conrad

ECF Screen Time

A handful of the many great stories you'll find on ECF's YouTube channel

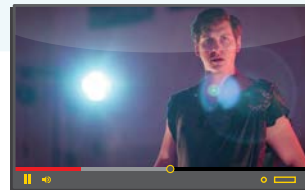
BY: ANDREW PAUL | PHOTOGRAPHY: LUCAS BOUTILIER

Edmonton Community Foundation (ECF) is incredibly lucky to work with hundreds of local non-profits that are making Edmonton a great place to work, live and play. On our YouTube Channel you'll find more than a dozen of their stories, including these great groups.



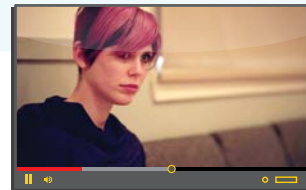
Get Versified

Edmonton has a thriving poetry scene and at its heart sits the Edmonton Poetry Festival. Through a \$17,000 Community Grant from ECF, the festival will be able to expand its programming to be year round as it offers public workshops and events to Edmontonians.



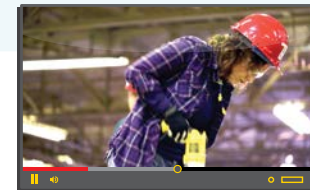
Page to Stage

Theatre Prosepro has a stellar reputation for getting kids hooked on Shakespeare by taking the Bard's words off the page and putting them into practice on school stages across Edmonton. Thanks, in part, to an \$18,400 Community Grant, Prospero was able to bring the Bard into six additional schools last year.



Good Women

Every year the Good Women Dance Collective produces *Convergence* as a way to provide local dancers and choreographers with a place to develop and present new work. This is essential to maintaining Edmonton as a strong community for cutting edge dance, and why ECF provided the Good Women with a \$24,125 Community Grant to produce this annual showcase.



Building Futures

Since 1991, Habitat for Humanity Edmonton (HFHE) has built 300 homes and served families across Alberta. To do this, it depends on volunteers who donate their time and energy. A \$31,134 Community Grant will support HFHE's Volunteer Tools Training Workshops. From teaching volunteers how to use power tools to demonstrating worksite safety procedures, the workshops increase HFHE's efficiency by ensuring that new volunteers get the know-how they need to contribute to the organization.

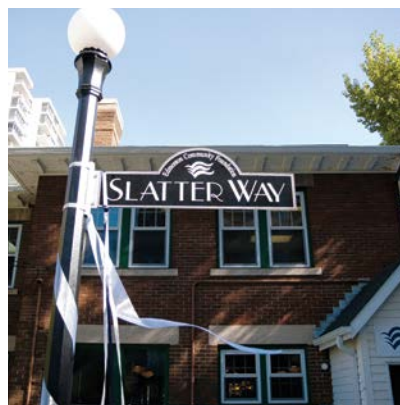


Yearsⁱⁿ the Making

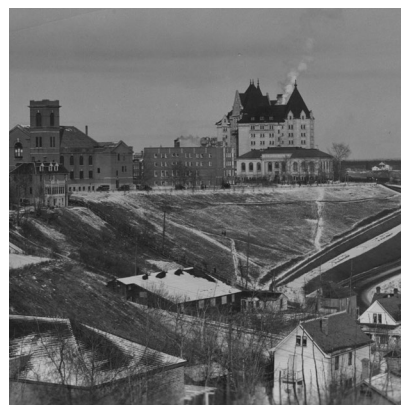
Over 25 years, Edmonton Community Foundation has grown, but its mandate remains

Every year, Edmonton Community Foundation (ECF) receives dozens of notes, cards and e-mails of appreciation. In fact, there are probably few people in Edmonton who haven't been touched by the foundation. Many just don't know it. From reusable plates bought by the Edmonton Folk Music Festival in 1991 — you can still see ECF's logo on the plates today — to a recent \$1.5 million loan (through the Social Enterprise Fund) that has supported CKUA's new home on Jasper Avenue, ECF has helped hundreds of organizations over the past 25 years. ▶

Hilltop House

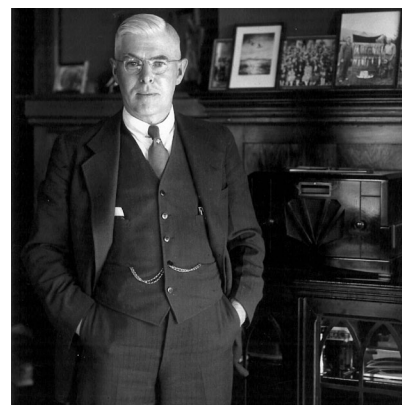


After an intense bidding war for a century-old home in downtown Edmonton, Edmonton Community Foundation moved into a residence, known as Hilltop House, in the summer of 2005. Doug McNally was CEO of the foundation when the process to purchase the property began. "We liked the thought of being able to retain a heritage home," he says. The home has a storied history:



1891

The land where Hilltop House sits was bought by pioneer businessmen, former mayor and provincial MLA John A. McDougall in 1891 from the Hudson's Bay Company. Twenty one years later his son John C. McDougall would build the three storey mansion that ECF now calls home.



1912

Hilltop House was built in 1912 by John C. McDougall and his wife Sophie. The residence was designed by local architect David Hardie and boasted such luxuries as natural gas piping. At the time the house was valued at a whopping \$16,000.

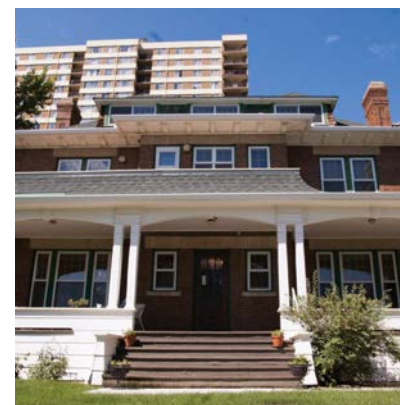


1953

The McDougall family lived in the historic house until 1953, one year after John C. passed away. Shortly after, the Government of Alberta acquired the building.

1987

From 1953 to 1987 Hilltop House was used as a home for abused women and as a drug treatment centre. After these programs closed the house was refurbished and used as office space.



2005

In June 2005 ECF moved into Hilltop House. A house that's been a part of Edmonton for more than a century is a fitting place for a foundation that shapes the community, says former board chair Karen Platten. "The Hilltop House is very reflective of the Community Foundation itself," she says. "It's a very welcoming place, it's always a beehive of activity, there's always someone to greet you."

Groups ranging from the Seniors' Association of Greater Edmonton to the Bissell Centre, the John Howard Society and the Citadel Theatre have benefitted from ECF grants. "We certainly get lots of thank you notes and various kinds of appreciation," says current CEO Martin Garber-Conrad, noting the foundation has had to encourage recipients not to send plaques or gifts of thanks.

When former Edmonton Police Chief, Doug McNally, became CEO of ECF in 1995, the six-year-old organization had just two full-time staff, including McNally, and held only "a handful of funds."

Today, as the organization celebrates its 25th anniversary, its funds have grown to more than \$400 million and the foundation's historic office houses 16 full-time and three part-time employees. The foundation acts as a steward between donors and Edmonton charities and, in 25 years, it

has allocated more than \$150 million into the community.

The nature of endowment giving means even a modest donation to ECF will continue to give for generations because donations are invested, and the investment returns provide support for the community. When invested in a permanent endowment fund, an initial donation of \$50,000, for example, will grant as much as the initial amount in about 20 years.

While ECF has grown substantially in the last quarter century, at its core it does exactly what it did 25 years ago. "It's changed in that it's larger, but I don't know that the core of the foundation has ever changed," says former chair Karen Platten, who has been involved with the organization for 18 years in various volunteer roles. Currently she serves as chair of Wills Week.

Twenty-five years ago, a combined \$15 million donation from the Poole

and Stollery families enabled the organization to move from idea into operation.

McNally says his decade as CEO of the organization was punctuated by one common theme — growth. "It was an exciting 10 years," he says. Programs including Wills Week (a public service in which estate lawyers volunteer their time to present seminars on wills) and the Belcourt Brosseau Métis Awards Fund (a scholarship program for Métis students that's doled out more than \$4.5 million in awards) were established. As the organization and its funds grew, McNally says the foundation also decided to remove a \$30,000 cap limiting grant amounts payable, thus enabling ECF to better respond to pressing community needs, everything from poverty to young parents.

Garber-Conrad took over as CEO in 2005 and says the organization has only continued to grow. "The

growth enabled us to do so much more in the community," he says. In 2007, ECF introduced Foundation Directed Initiatives (FDI) as a way to support high priority projects through multi-year funding. Through the FDI, "rather than sitting and waiting for grant applications to come in, we use our knowledge of what's going on in the community to actually reach out and initiate grants," Garber-Conrad explains.

Through FDI, ECF has helped the Terra Centre for Teen Parents develop their services for young dads, engaging them more fully in their children's lives. They were also able to extend drop-in hours at the Bissell Centre and help the Seniors' Association of Greater Edmonton address the needs of seniors.

Garber-Conrad believes the FDI will be a focus going forward, as will a youth program that was launched in 2011 and the Alberta Enterprise

Venture Fund, introduced in 2013. The Venture Fund is a way for the foundation to invest its capital in projects ranging from poverty to cultural initiatives and is a unique model in Alberta and Canada. "I think if we look back 10 or 20 years from now, we're going to see this (Venture Fund) as one of the major changes in the history of the foundation that made it even more impactful," says Carman McNary, current chair of the board.

Garber-Conrad says in the future the organization will focus on reaching a new generation of donors and continue to spend time and energy getting to better know the community's ever-evolving needs. "As we build the community fund and social finance capacity of the foundation, we will have the ability to respond to things in the next 25 years that even those of us here now wouldn't have thought of," he says. ○



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Life Lessons

ECF funds a program that provides girls with the leadership skills needed for life



IMAGES SUPPLIED

At 14, Noreece Davis can see her future a little more clearly than most teenagers.

Noreece attended two 18-week sessions of GirlSpace, a cutting edge program developed by the Edmonton YWCA to help girls between the ages of 11 and 15 get through this difficult period, and learn life and leadership skills that will continue to help them later on. The program includes modules on everything from body image to bullying, from budgeting to safe Internet use.

"It definitely opened my eyes to a lot of things, like savings money-wise, and life ahead in junior high and high school," says Noreece, who says she wants to learn as many trades as possible to give her the most opportunities.

She found her weekly two and a half-hour meetings at the Woodcroft Library had a very accepting atmosphere, one where she could openly discuss issues that she might not talk about at home or at school. "I definitely said a lot of stuff. I went there as a first resource with problems because I felt more comfortable talking about them there."

Noreece's mom, Lorrie Lawrence, says GirlSpace came along at the right time. Like most teenage girls, Noreece was going through things she wouldn't talk about, and GirlSpace gave her an outlet. She has become more open with her parents, and is generally more confident.

"Like most teenagers, she still has her moments, but I think she has grown by leaps and bounds and matured a lot. She's making more mature choices and looking more to the future."

Gini Beaumont, who coordinates the program for the YWCA, says: "It's an important age. Their schools are changing. Their friends are changing; their bodies are changing. It's a crazy time."

And it's a challenging time. There are so many things to deal with, such as cyber-bullying, which can have deadly consequences. This was a contributing factor in some high profile teen suicide cases — the deaths of Amanda Todd and Rehtaeh Parsons prompted the federal government to introduce tough new

legislation. And surveys by the Public Health Agency of Canada show that nearly half the girls in this age group are unhappy with their bodies.

At GirlSpace, they can open up about these and other issues in front of their peers, with the help of female mentors who are mostly university students with experience working with youth. "We stress to the girls that this is not school," says Beaumont. "They're not being talked to — they're the ones doing the talking."

Edmonton Community Foundation has given GirlSpace \$31,133 to support operations of its program for girls 11-15. The program provides the girls with information through experts, including a financial planner who speaks about budgeting, and a speaker from the Sexual Assault Centre who addresses the issue of sexual health.

"One module is on violence. They could be talking about prevention or whether they have seen violence in their lives, and then touching on their rights and the fact that they don't have to put up with any violence."

When the program started in 2008, it operated out of the public and Catholic school system, and girls at risk were obligated to the program and had no choice. But now it operates out of four public libraries from the four corners of Edmonton, and the 53 girls who currently participate are there on a voluntary basis, and from all walks of life.

The program ends with a retreat for all four groups at Camp YoWoChAs, the YWCA outdoor centre on Lake Wabamun.

Occasionally, girls disclose personal problems requiring intervention. The mentors are trained to steer kids to the right agency if necessary, whether it's the Kids Help Line or the YWCA's counselling centre. And there have been instances when issues were so serious that police had to be involved, "which is testament to how safe they feel here." That acceptance and safety of GirlSpace have eased the stress level for girls like Noreece, and, as she says, the experience has made her a "little more ready" to take on the world. ○

Breaking Out

Edmonton Community Foundation grant brings students and children together in the spirit of play

Ever since Perla Rodriguez found out her son Miguel is autistic and non-verbal, she's looked for ways to reach him, and more importantly, to help him reach out. This included moving from St. Albert to Edmonton for a special interaction program for kids with autism. It didn't work.

"We took him to quite a few different programs, in Edmonton and St. Albert, but none of them helped. They only saw the disability, not the child. They tried to deal with them, not connect with them, and they were never physically active," says Rodriguez.

Five years ago, Rodriguez heard about a program at the University of Alberta Butterdome that helped kids like her son get active. She brought him once, and hasn't stopped since. "Every single session, he improves, and every single week, when I say 'We are going,' his face lights up," she says. "He's very visual, so I'll hold up a picture of the space in front of him, and he touches it over and over."

Tucked up in the bleachers of the Butterdome, overlooking student athletes on the track across from the climbing wall, younger, future athletes like Miguel discover potential they never knew they had. It's where the Steadward Centre, a research centre housed within the Faculty of Physical Education, operates its Free2BMe program, helping 600 children and youth each year develop motor skills with one-on-one instruction.

Since 2005, Free2BMe has helped children with autism, developmental coordination disorder, cerebral palsy, and physical, sensory and development impairments, gain the ability and confidence to take part in any activity they choose. No program like it exists outside the Butterdome, and, for parents like Rodriguez, it's salvation, something they never thought they'd find.

While the U of A provides the space, and covers insurance and overhead costs, the Free2BMe program relies on external funding for staff salaries, equipment and

student training. With demand growing — families come from as far as Lacombe — Edmonton Community Foundation provided \$25,000, more than half the money needed to fund a staff position and implement a new student-led model. From August 2012 through July 2013, ECF's grant helped start PALS, Free2BMe's Physical Activity Lead by Students program, which doubles as a lab component for Education and Phys Ed students.

Katie Lee, a fifth year Phys Ed student, says that while introductions can be awkward, that quickly passes, and the program's benefits go both ways. "It sometimes feels kind of selfish how much I get out of it," Lee says. "People think it must be so

"Every single session, he improves, and every single week, when I say 'We are going,' his face lights up,"

hard to work with these kids, but it's the most rewarding thing, unlike any experience I've had. I'm coming back to volunteer because I want to be there when my child makes her gains. I feel like I have a purpose, even just when she runs to me at the beginning of each session and gives me a big hug," she says.

"We take the students through training and they apply their theoretical coursework into practical experience with us," says Amanda Ebert, the program's team lead since 2011. "They come in for 10 weeks with new ideas and concepts. And we now have

volunteer students, not even doing it for credit," she says.

It's a specialized setting, with staff experienced in working with different behaviours giving customized instruction. "The students talk with the parents and they'll say their kid wants to work on throwing and catching," Ebert says. "Or something more complex, like their kid is learning volleyball in gym, but they aren't picking it up, so they'll work together on rules, game play, teamwork, so they can be included at school. When they get older, we still work on skills, but we also work on fitness, like an individual training session."

On their first day, students are often intimidated because, as Ebert explains, "They don't get a lot of information initially because we don't want them to have preconceived notions about their child. We want to challenge their assumptions about disabilities. We don't want them to think about the label their child may have. We want them to get to know their child as an individual person."

Rodriguez believes it's that one-on-one connection, not just instruction, that makes the program work. "They feel that someone believes in them, and they change," she says. "I never thought I'd see Miguel in-line skate, or ride a bike, but it's not only that. He feels more secure in himself as well, more confident. He expresses himself more."

After struggling for years to find a program that could reach him, Rodriguez now struggles to express her gratitude towards Ebert and the students, without tearing up. "I believe in angels, and I believe Amanda is one," she says. "And thanks to the program, she's crossed my son's path." ○

TEAM WORK

SPORT CENTRAL PROVIDES KIDS WITH WHAT THEY NEED TO SUCCEED IN SPORTS AND BEYOND

When David Fuga died after being struck by a car on his 18th birthday, his friends and family honoured his memory by giving back to their community.

As his younger sister Jackie Fuga says today: "Hockey was his life." He was a happy-go-lucky sports enthusiast, and raising money for The Brick Sport Central, an organization that provides low-income children with sports equipment, seemed the most appropriate way to remember him.

This "unruly group of teens" raised more than \$15,000, and the David Fuga Memorial Fund was created at Edmonton Community Foundation (ECF).

"EVERYONE'S GONE ON TO DO SOMETHING," SAYS JACKIE. "A LOT OF SUCCESS CAME OUT OF THAT GROUP."

To grow the fund, the group of 15 friends started volunteering and raising money through car washes, parking cars in the Northlands area during K-Days and they even ran a 50/50 draw at an Oilers game. They also volunteered every Saturday at Sport Central where they would help repair hockey equipment and bikes.

Jackie, who was only 15 at the time of her brother's death, became president of the group. She learned to brainstorm ideas, organize events, fundraise, volunteer and, most importantly, work with other kids.

The following summer, the group organized a hockey camp called Laugh Loud, Laugh Lots where Jackie ran dryland fitness training classes for the young hockey players. "I realized I wanted to become a teacher — I found my calling. It's so much fun being with kids all day. It's like playing," she says.

Today she teaches physical education at Steele Heights School, and is thankful that her parents nudged her to organize this group of volunteers where she has learned so many valuable skills.

The other members of the group, now all in their late 20s and early 30s, have also grown up and found their callings.

"Everyone's gone on to do something," says Jackie. "A lot of success came out of that group." ▶



Jackie Fuga hangs out in the locker room at the Rosslyn Community Rink

Andy Wigston, The Brick Sport Central's president for the past five years, has volunteered with the organization for 18 years. The now-retired vice president of the Brick, a major sponsor of Sport Central, was asked to join the board as the company's representative.

"I was absolutely fascinated with what this organization does with so little. I have five kids of my own and have coached hockey and baseball all my life, and to see these kids playing sports is phenomenal," Wigston says.

In recognizing Sport Central's growth, Edmonton Community Foundation has granted \$35,000 to the organization to help fund the salary of an executive director. Though Sport Central has three full and part-time staff to run the warehouse, outfit kids and keep the doors open for donations, it needs an experienced administrator to handle other duties. These duties include liaising with other agencies, cultivating relationships with all three levels of government

to secure permanent funding and guiding the growth of the organization so that it can better serve some under-served populations, such as the First Nations community.

"Right now it's board members (who do that administrative work), and most board members have full-time jobs," says Wigston. "We've come a long way in 22 years, and we need to go the next step and not have to call on the board to load a trailer or do a campaign to get more money or more volunteers."



Matt McDermand suits up at the Rosslyn Community Rink

Matt McDermand, who participated in the Fuga hockey camp, also benefitted himself as a young child thanks to Sport Central. Sport Central started off small, helping 600 kids in its first year. Today it is a big enterprise, outfitting 8,000 kids a year, and distributing more than \$2 million worth of equipment. It operates out of two buildings just north of Rexall Place and relies on dozens of regular volunteers, including 15 part-time bicycle mechanics.

For most volunteers, seeing kids, like McDermand, who otherwise couldn't afford it walk out with a bag of reconditioned hockey equipment, makes it all worthwhile.

From the time he was a toddler, McDermand wanted to be a goalie. He could barely stand, but his parents say he mimicked the actions of goaltenders on Hockey Night in Canada, flailing his arms and falling when they fell. His dreams of standing between the pipes might have never come true if it wasn't for Sport Central. Growing up in a low-income home, McDermand got his first pair of skates when he was nine.

"The next year I was in Sport Central and they had me suited up and I was playing organized hockey. It definitely wouldn't have happened without Sport Central," he says. He kept going back year after year, and "whatever didn't fit me I'd return and they'd suit me up with something that fits."

Being able to play hockey made a big difference in his life. Growing up in a pretty rough neighbourhood, it would have been easy for him to slip into an undesirable lifestyle like some of his former classmates in elementary school who now have criminal records. But hockey played such a big role in his life that he didn't have time to get in trouble with the law.

The Fuga hockey camp was a highlight for McDermand as well as the kids who were being trained. "Grant Fuhr came out one day," he says. "The kids were really pumped to be on the ice with a former NHLer."

Now a graduate student in cell biology at the University of Alberta, McDermand is one of many success stories to come out of Sport Central since 1991.

And so is the David Fuga Fund. The members of the group embarked on careers and marriages, it has continued to grow under the stewardship of Edmonton Community Foundation. The fund now stands at \$24,000 and Jackie says that "the goal is to support programs and organizations that help kids who don't have the money to achieve their sporting goals." ○



The reach of Sport Central is always expanding. It has a mandate to cover not only Edmonton, but all of Alberta from Red Deer north, and there are a lot of places with high needs, especially aboriginal communities such as Kikino and Calling Lake.

The outreach program got a boost a couple of years ago when a used sporting goods store went out of business. "A good Samaritan purchased" the stock, and donated it to Sport Central, and this abundance of equipment enabled Sport Central to send trailer loads of equipment up north, Wigston says.

These communities not only get to

equip their kids, but it is "also an attractor of volunteerism. They'll have to figure out how to do this. Once you do it, you get people coming back, saying: 'I have equipment. How do I drop it off?'" says Wigston.

Once they have the equipment, some families might not be able to come up with the registration fees, which are especially high for hockey. Some coaches waive fees for the occasional low-income player, but Sport Central is helping put more kids on the ice or the field by partnering with the national program, Kid Sport, which raises money for registration fees.

And with the continued growth of Sport Central, the organization could really benefit from an executive director position, says Craig Stumpf-Allen, director of Grants and Community Engagement for ECF. "Sport Central really relied heavily on volunteers in the past," says Stumpf-Allen. "And there are many tasks from fundraising to grant applications that really rely on high level employees to be successful." With the help of a new executive director, the organization can keep growing and their dedicated volunteers can continue to help children in need.



Through a local program, a family thrives as they gain a new network and plenty of support

When Ann Santos enrolled her son in the ABC Head Start program in 2011, she hoped the half-day preschool program would help prepare him for kindergarten. She did not realize it would be a lifeline for her whole family.

The young mother of three had left the Philippines two years earlier for Canada, living first in Toronto before coming to Edmonton. When she arrived in the city in 2011, she wanted to give her children the best foundation possible, but found it challenging without a support network or knowledge of local resources for families.

"I had no friends," Santos says. "I didn't know anybody here, but with ABC I have new friends and a community."

ABC has offered early childhood education to families with limited incomes in Edmonton for 25 years, but, as Santos found, the program goes far beyond the classroom.

"Every Wednesday we have a parents group facilitated by a social worker," she says. "We learned how to take care of the children, how to access government programs here for immigrants and low-income families — like the recreation programs. They are really helping us."

This holistic approach that encompasses children, parental involvement and community connection, is at the core of the ABC Head Start mission.

"Low-income families don't have a lot of options if their children are typically developing," explains Andrea Hesse, ABC Head Start's executive director. "These are the kids we worry the most about, as Alberta Education only funds spots for children who have delays or disabilities. If families can't pay out-of-pocket for preschool programs, the kids may not be ready for the school system."

And children of newcomers like Santos can be at a double-disadvantage. "Those kids are already a little behind because they don't necessarily have access to the same supports," says Hesse.

"The parents may not have the same time to work with their children and may or may not speak English."

Santos felt this was the case when she first arrived in Edmonton, but through her commitment and the help she has received from ABC, she and her children are thriving. Her two oldest are doing well in elementary school, while her three-year-old is showing great developmental leaps in an ABC class on the city's south side.

"My youngest — his motor skills and knowledge are so good — and my other kids were able to get into a special program at school," she says proudly. "They need excellent grades for that and have to go to an interview. I was able to prepare them because of the program."

Santos and Hesse were very pleased when they learned ABC Head Start had received \$37,800 in funding from Edmonton Community Foundation (ECF) for their Opening Doors pilot project.

The project has allowed ABC to expand their current early childhood development programming to include 52 children like Santos' sons from their waitlist of more than 750 families. This has doubled the number of children from this at-risk group, and brought the total number of children served up to 468 in 26 classrooms across the city — including one francophone program.

"Getting this funding is quite exciting for us," says Hesse. "We can serve more of those kids who are really the most vulnerable in our city."

Craig Stumpf-Allen, the director of grants and community engagement for ECF, agrees. "The benefits for children and families — being better prepared for school, improving communication and language skills, strengthening social and emotional development — are likely to be far greater than our initial investment," he says.

Santos is grateful to the program and credits them with her family's success and her happiness in a new hometown. "A thumbs up to ABC head start — they are doing a great job." ○

Awarding Achievement

Don Lowry remembers the trials and tribulations inherent in several years of ascending the corporate ladder. It wasn't so much the vertical mobility surrounding his career, but the more horizontal trajectories that involved relocating his family between jobs in Edmonton, Ottawa and Calgary while his two daughters were in school.



Norine and Don Lowry

the appropriate recipients, turned out to be a cumbersome task.

Fortunately, the couple had plenty of help. First, EPCOR matched the funds the Lowrys put into the initiative. And second, when the company's Community Essentials Council looked for more efficient ways to handle the funding, they came across some working models being used by ECF.

"ECF had the right system," Don says. "They shared some great ideas and it's evolved to the point where it's now administered by ECF, pooled with other funds and professionally managed to ensure that the fund is known to communities to which it's applicable."

Applications are currently available, with award announcements and presentations slated to take place during the third quarter of 2014, just in time for recipients to take care of their tuition. Don hopes that the funding will address the needs of up to five winners by the time the first year of awards wrap up. For now, the Lowrys are happy that their goal of giving back will become reality.

Edmonton has been very good to me in my years of business here," said Don. "As we transition to our next phase, my wife and I want to invest back in Edmonton and in one of the strongest areas of future opportunities in the city." ○

“We moved a fair amount in their developing years,” recalls Don. “The adjustments they had to make in terms of schools, friends and so forth were albeit challenging at the time, but have strengthened their characters. Our children learned to work with what they had and overcome adversities, and that’s what made them great, and that’s the type of people who build up our society.”

Evidently, the kids endured those disruptions quite nicely. Today, they’re grown-up, responsible citizens with successful careers in Edmonton. Kathryn’s a chartered accountant at PwC, an organization that provides tax services, while Jennifer works for Capital Power as a senior community relations manager.

Don — who retired earlier this year from his president and CEO post at EPCOR — and his wife Norine are very proud of how their daughters fared. But despite their success, their abilities to come to terms with change also reminded Don that many aspiring women professionals struggle with getting a toehold in the workplace. During his executive years, he especially noticed the lack of women in high-ranking roles from managers to presidents.

“There are all kinds of opportunities for guys and yet we didn’t see the predominance of support for women, so we figured we’d step up and make an investment and help make a difference.”

Those adaptability skills demonstrated by the Lowry daughters and the need to create new avenues for women to advance in leadership inspired the couple to create the Don & Norine Lowry Award for Women of Excellence Fund made available through Edmonton Community Foundation (ECF). Officially established in 2012, the fund is designed to help Edmonton women pursue their post-secondary education in a number of fields including disciplines associated with water, power and energy resources as well as professions involving finance, accounting, safety, health or community relations.

Don and Norine started the venture almost two years ago, socking away at least \$75,000 for a fund, a modest sum according to Don. But the process, which ensured money would go to

Spotlight on Funds

Sports:

Schlosser Fund

Owen Schlosser was a star athlete who ran cross-country and played soccer and tennis. In honour of Owen's joy and skill as an athlete, his family and friends created a permanent endowment fund in 2009 that helps children and youth to overcome barriers that limit their ability to participate in sports. Since then, annual support for the fund continues to pour in from activities and gifts established in memory of Owen. Thanks to the memory of Owen, The Brick Sport Central, KidSport and SCERDO have all been able to bring his love of sports to kids who need it most.

T3 Fund

Teri Taylor-Tunski was a teacher who was always ready, willing and exceptionally able to assist disadvantaged youth, particularly immigrant children. When she passed, her family established the Teri Taylor-Tunski (T3) Fund so that Teri's children could celebrate the spirit of their mother. Teri believed that sports leveled the playing field for youth and helped them develop leadership skills. The T3 Fund has provided funds to organizations such as KidSport, The Brick Sport Central along with the Boyle Street Youth Unit's Street Ball event, that have all helped youth participate in the game.

Porter Fund

When planning their estates, David and Cheryl Porter were motivated to consider the needs of the larger community. The David & Cheryl Porter Fund will help Edmonton youth participate in sports by supporting organizations such as KidSport and Sport Central, ensuring many youth in Edmonton are no longer on the sidelines. As well, a portion of their estate will go to community funds to help meet critical and emerging needs for years to come.

The Road to Endowment

Define Your Objective

“Even if you have only a vague idea of where you want your money to go, give ECF a call,” says Kathy Hawkesworth, director of donor services. The Foundation will help you articulate exactly how your fund might work, and help you define how you can make a difference by matching your support with organizations whose goals most closely mirror your own. The Foundation's only criterion is that the money be granted to a registered Canadian charity — so you're not limited to local causes. “Whatever they want to accomplish in the world, we'll talk to them about,” Hawkesworth says.

Make an Agreement

The Foundation will draft a formal agreement. This will explain, in writing, the goal of the fund and the extent of participation you want to have in allocating the money. Remember that this agreement dictates how your fund will operate, so make sure the wording is correct before signing.

Get Started

A fund can be started with just \$10,000, which can be donated all at once or be built up over a 10-year period. The money is not immediately allotted, it is invested and approximately 4 per cent is distributed annually. This means your fund will continue to support causes important to you.

Maintenance


Once the fund reaches \$10,000 and is ready to grant, your level of involvement is your choice. Donors can choose to add to their funds' values, stay active in the annual charity selection process or, if they've left things up to the discretion of ECF, simply sit back and watch the good work happen.

THE FOUNDATION. of my community

starts with you and me - more than charity
it's the empathy i feel for the
people where i live.

close to home is where the heart is,
where help goes farthest
my foundation helps me start this:

people standing **TALL**
in towns big and small,
urban, rural, one and all.

My care comes through
helping those that can't make do,
or get by, or maybe
just need to fly. 

My foundation has roots across the land,
intertwining, hand-to-hand,

together can do, including you, making true
the endeavour
to make things better

for generations still,
their dreams fulfilled,

it all gets built ...

ON THE FOUNDATION.

Canada's community foundations help communities where they need it the most, connecting people, families and companies with the causes that inspire them.
Community makes you. You make your community.

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