



# In Touch

Fall 2014

Timeless contributions.  
Endless possibilities.



## Building success.

Our fund at Edmonton Community Foundation (ECF) enables us to contribute to building success in our community. The fund encourages our children to demonstrate our values of sharing and appreciation for our own good fortune.  
**Thank you ECF!**



Maggie & John Mitchell

**TIMELESS CONTRIBUTIONS. ENDLESS POSSIBILITIES.**

Call 780-426-0015 or visit our website [www.ecfoundation.org](http://www.ecfoundation.org)



Edmonton Community Foundation



[ecfoundation.org](http://ecfoundation.org) 780.426.0015



For change of address please advise:  
Edmonton Community Foundation  
9910-103 Street NW  
Edmonton, Alberta  
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25<sup>th</sup> ANNIVERSARY

# In Touch

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Martin Garber-Conrad

## CEO Message

As we near the end of the 25<sup>th</sup> anniversary celebrations it is a good time to take a look back at all of the festivities. Thank you for making our first 25 years something to celebrate. How many of these anniversary moments did you see or participate in?

In January we ran an advertorial in the Edmonton Journal entitled, "25 things about ECF." Which was followed by the launch of our new advertising campaign. February held a celebration of Canadiana with both a visit by the Governor General and musical event/history lesson with Jowi Taylor.

In the spring we celebrated our donors and friends with a trip to the newly re-built Edmonton Valley Zoo. At our AGM we were able to present a copy of *Convergence*—a photo essay of Edmonton and update attendees on the incredible year we had.

In the summer we made ourselves known to the community by sponsoring the High Level Street Car during the Edmonton International Fringe Festival. This fall we launched an additional edition of Legacy in Action, produced our youth-focused Vital Signs® report, and hosted the 16<sup>th</sup> year of Wills Week.

This Winter we will wrap up with a final advertorial in the Edmonton Journal. Watch for a moving donor story in December.

Since ECF became active in 1989, your generosity has enabled more than \$132 million to be distributed to charities and students in Edmonton and beyond. Together we can make Edmonton even better

in the next 25 years. December marks the season of giving to family and friends, as well as to charities. In fact, more charitable gifts are made during the next six weeks than at any other time of the year. ECF is committed to meeting the needs of donors and tailoring each fund agreement to honour your philanthropic goals.

If you are making a gift this season please contact our Donor Services Team with any questions or to help you set up or contribute to a fund.

All the best to you and your family this holiday season from the staff and board!

### New to ECF

ECF is pleased to welcome Gladys Bugayong, Financial Accountant and Oluwaseyi Florence Okeola (Florence), Operations Accountant.

### New to SEF

The Social Enterprise Fund (SEF) also has a new face. Gail Yakemchuk joins Jane Bisbee as the new Administrative Associate.

### New to the BOARD

ECF's Board of Directors is pleased to welcome Gary Smith.

## Holiday Closure

Our offices will be closed from noon on Christmas Eve until Monday, January 5, 2014.

Thank you for your continued friendship in 2014.

We wish you all the best for 2015!

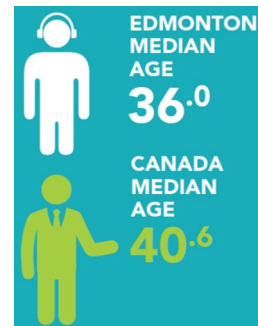
Edmonton Community Foundation



[ecfoundation.org](http://ecfoundation.org) 780.426.0015

## Vital Signs® 2014

On October 7<sup>th</sup> ECF released its second Vital Signs® report; this year with a special focus on youth.



The report show us many interesting facts about our city; including that Edmonton is the youngest Canadian city with a median age of only 36. In fact, Edmonton was the only city that

actually got younger in the past year.

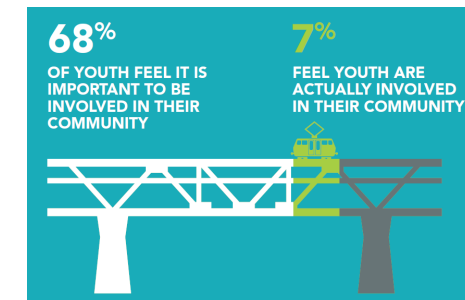
In addition to youth, the report also investigates what Edmonton would look like if it were only 100 people, what makes up a typical Edmontonian and other fun facts. Did you know there are more cats and dogs in Edmonton than citizens 19 years of age and younger?

Overall the outlook for youth is good.

Edmonton youth are optimistic:

- 74.4% of youth surveyed agreed or strongly agreed with the statement, "I am confident that I am on track to achieve my goals."
- 70% of youth agreed or strongly agreed with the statement, "I feel in control of the decisions and circumstances that impact my life."
- 64% of youth agreed or strongly agreed with the statement, "I feel a sense of belonging."

However, adults in Edmonton are not so optimistic about youth. While 68% of youth feel it is important to be involved



in their community, only 7% of Edmontonians 18<sup>+</sup> feel that youth are actually involved in their community.

Additionally, youth cite bullying as their biggest concern today, while those age 18<sup>+</sup> did not feel this was an issue for youth.



There are other signs that our youth are doing well. Teen pregnancy is at an all time low in 2013. Youth involved with the criminal justice system is also on the decline.

If you have not received a copy of Vital Signs, or if you would like a presentation on this information for your office or club please contact us at 780-426-0015.

Story by Elizabeth Bonkink

## December deadline, *happier tax time!*

A gift made now to support your community will mean tax savings when you file your 2014 tax return.

Donations to ECF can be made by phoning in your Visa or MasterCard donation to 780-426-0015 before **noon on Dec. 23rd, 2014** or online through [CanadaHelps.org](http://CanadaHelps.org) which is available until year end.

We will issue 2014 tax receipts for cheques made payable to ECF and delivered to our office by noon on Dec. 23, 2014 or mailed with a 2014 postmark stamped by Canada Post.

Gifts of marketable securities must be started by Nov. 30th. Please contact donor services first at 780-426-0015 for more information.



Governor General David Johnson invites you to take part in his new initiative called "My Giving Moment"; the key to a kinder and more caring Canada, lies in helping Canadians use their time, talent and money to help others.

Photo by Andrew Paul



His Excellency the Right Honourable, David Johnson speaking passionately about giving at an ECF event, February 2014.

Believing that every Canadian has something to give, has led to the creation of [mygivingmoments.ca](http://mygivingmoments.ca)—a website that will help Canadians discover what they have to give. Its purpose is to inspire us to say, "Hey, I'm going to do that!"

Giving Moments refers to the opportunities to give that are around us every day. The more we act on them, the better and more caring Canada will become.

The website provides suggestions, a database of opportunities, and allows you to log your moments as well. It also asks you to challenge your friends to a "Giving Moment."

## EALT Director wins *Award*

Executive Director of Edmonton and Area Land Trust (EALT), Pam Wight, is the recipient of the Edmonton Nature Club's 2013 Edgar T. Jones Award for Conservation. This award is given to an individual who has made a significant contribution to the knowledge, appreciation or conservation of nature in the Edmonton region.

Marg Reine, Wight's nominator says, "Pam has always been active in conservation-related areas, so I feel

she is very deserving of the award."

Wight says she is honoured to accept this prestigious award. "I have been involved in conservation for some decades. However, I feel very much humbled by this award." She also acknowledges the efforts of EALT, "It is the collective efforts of all that has been the foundation of EALT's successes in conservation outreach, partnerships and natural area securement."

Photo by Elizabeth Bonkink



**YEG**  
YOUNG EDMONTON GRANTS

The Young Edmonton Grants (YEG) program supports activities that are initiated, led, and organized by young Edmonton and area residents.

25<sup>th</sup> ANNIVERSARY  
Edmonton Community Foundation

Scan here or go to [ecfoundation.org](http://ecfoundation.org) to make your donation.

**Your donation will be matched 3 to 1!**  
When you donate \$10 it becomes \$40,  
\$100 become \$400  
all the way up to \$100,000

## YEG Fund *Matching*

Thanks to the generosity of the Stollery Charitable Foundation, the Foote Fund, and ECF we are pleased to announce that donations to help build the Young Edmonton Grants (YEG) endowment fund will be matched 3 to 1 until the end of the year.

This means every \$10 donation will become \$40 for youth-led projects. Make your donation today by visiting our website or scanning the QR code on this page.