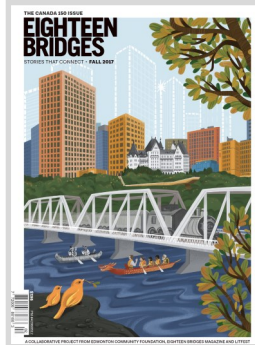


High Level Lit Anthology - Eleven nominations, two big wins!



ECF's Canada 150 project **High Level Lit Anthology: Musings on YEG for Canada's 150th** in collaboration with *Eighteen Bridges Magazine* and LitFest Alberta

was recently nominated for eleven Alberta Magazine Publishing Awards (AMPA).

Even more exciting, **it won for best Editorial Package and Best Magazine!**

Congratulations to all who contributed to this project. Nominations included:

Category: Alberta Story

- **A History of Us**, written by Darrin Hagen
- **Baba Was an Edmontonian**, written by Bridges' Myrna Kostash

Category: Art Direction Single Issue

- **Canada 150**, Kim Larson

Category: Editorial Package

- **Canada 150**, Curtis Gillespie, editor

Category: Essay

- **Canada, You're Like My Favourite One-Day Uncle and I Love You** written by Richard Van Camp
- **Home After Home** written by Jalal Barzanji
- **The Truth is in the Dirt** written by Anna Marie Sewell

Category: Feature Writing Long

- **Homeland for the Holidays** written by Omar Mouallem

Category: Illustration

- **Baba Was An Edmontonian**, Robert Carter
- **Canada, You're Like My Favourite One-Day Uncle and I Love You**, Raymond Biesinger

Category: Photograph: People and Portraiture

- **This Country Thinks It Gave Me My Magic**, Cooper & O'Hara

We hope you enjoyed the anthology, and if you would like additional copies, call 780.426.0015. We would be happy to mail you a few copies free of charge.



For change of address please advise:
Edmonton Community Foundation
9910-103 Street NW
Edmonton, Alberta
T5K 2V7



Martin Garber-Conrad

Welcome to the spring edition of *InTouch*. In this age of electronic communication, the way some people wish to donate has changed. In this issue we take a look at on-line giving.

The story on page 2 from our Donor Services team shows how CanadaHelps can help you grow your fund. We also hear from our Grants team on page 3 about how a matching program on Giving Tuesday boosted several organizations' on-line gifts.

ECF is a proud sponsor of Edmonton Public Library's (EPL) Forward Thinking Speaker Series this year. The series

began with Anita Sarkesian and Marie Henein, two dynamic women — champions of equality. The series continues with three more outstanding women: Olympian Jen Kish, Dragon Arlene Dickinson, and comedian Candy Palmater. We hope you will join ECF and EPL at these stimulating events. For more information and tickets, go to: epl.ca

I'm delighted to announce that ECF's Canada 150 Anthology (in collaboration with *18 Bridges*) was nominated for 11 Alberta Magazine Publication Awards, and came home with two major wins: Best Editorial Package and Magazine of the Year! Congratulations are in order to everyone who made this publication possible.

Each spring *InTouch* reveals the name and topic of the guest speaker for our Annual Meeting. This year we are not quite ready to announce it. Until we have confirmation it will remain top secret!

Whoever the speaker, I can assure you the event will be well worth attending. So please plan to join us on Thursday, June 7 at The Westin Edmonton at 11:50 a.m. I look forward to seeing you there.



New to the ECF Family

We are pleased to welcome **Mark Holmgren**, Executive Director of the Edmonton Community Development Company (ECDC). To find out more about ECDC go to: edmontoncdc.org

HOLD THE DATE!



Annual Meeting

Thursday, June 7, 2018
11:50 a.m. to 1:30 p.m.

The Westin Edmonton
10135 100 Street NW

Annualmeeting@ecfoundation.org
or 780.702.7628

THIS YEAR'S GUEST SPEAKER IS:



FORWARD THINKING
SPEAKER SERIES

in partnership with



JEN KISH

JUNE 14, 2018

ARLENE DICKINSON

SEPTEMBER 19, 2018

CANDY PALMATER

OCTOBER 24, 2018

For further details and ticketing information please visit epl.ca/speakerseries.

EDMONTON PUBLIC LIBRARY epl.ca

Feature: CanadaHelps can help you

Written by Elizabeth Bonkink, communications advisor

One of the fastest-growing donation methods at ECF is on-line giving. Last year we received 686 on-line gifts, up from only 271 two years earlier.

CanadaHelps.org is a charitable, on-line giving tool that is available to any Canadian charity. It is likely that you have used it to give to your favourite charities. It can also help you grow your fund.

For ECF, CanadaHelps is a low-cost way to accept on-line donations, as they charge only a small administration fee (maximum of four per cent) which includes the processing fees. When compared to bank fees, credit card fees, and other on-line systems like Paypal, it is the best value.

Last year ECF received more than 2,130

'paper' donations, meaning mostly cheques. It is still the most popular donation method, but that is likely to change in coming years.

In 2017 Huffington Post ranked Canada #1 in their list of the World's Cashless Societies, stating that, "The country is moving towards a cashless society faster than anyone else." Let's face it, not many people carry cash anymore.

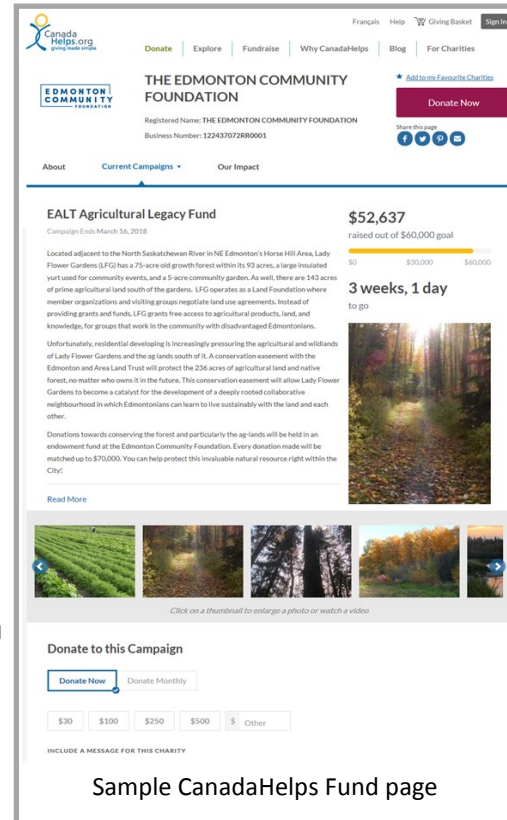
How can this help your fund?

Kerri De Luca, ECF's stewardship associate, has been working with CanadaHelps for many years and is ECF's resident expert. She can help you set up a CanadaHelps page that links to your fund.

For those with emerging funds (not yet at the \$10,000 threshold for granting),

this could be a way to hit your target. Many donors tell us that they ask for donations to their fund in lieu of gifts (for birthdays, anniversaries or other milestone events).

If your fund has emerged, this is a great way to share your cause and passion, and help you grow your fund.



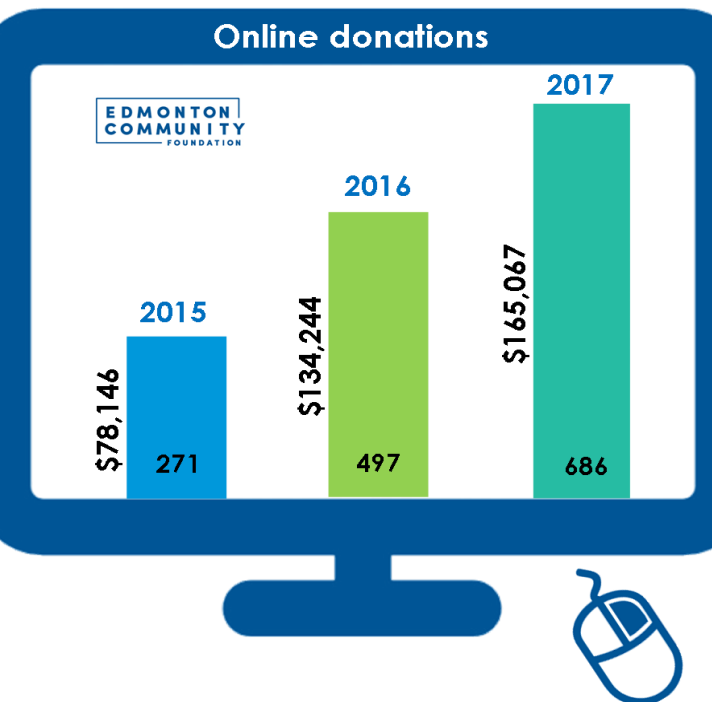
How can I get a page for my fund?

Contact:

Kerri De Luca
780.426.0015 ext. 118
kdeluca@ecfoundation.org

- She will ask you to write something about your fund, i.e. why you started your fund. It can be changed, so don't get too hung up on this section.
- Consider what photos you might want to include.

Once it is set up Kerri will send you a link. Then share your page far and wide and encourage others to help fulfill your dream.



Spotlight: Giving Tuesday meets its match

GIVING TUESDAY

Giving Tuesday is a campaign that takes place, largely on-line, the Tuesday following Black Friday and Cyber Monday. It began in the U.S. in 2012 and is now celebrated internationally as a day, "that marks the opening of the giving season," the website states.

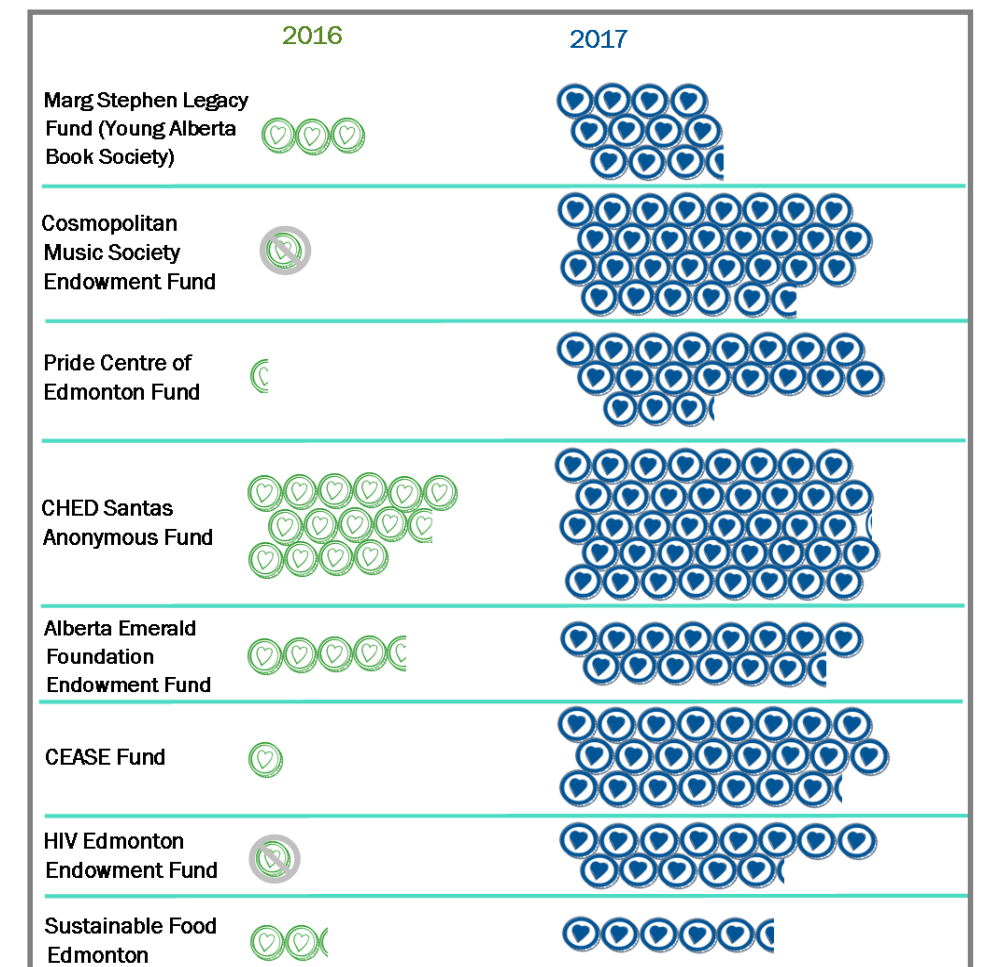
In Canada, more than 6,000 charities and businesses participated in 2017. CanadaHelps reported an increase of 468 per cent in donations on that day since the movement began.

In 2017, ECF participated in a different way. "We were asked to support the national Giving Tuesday initiative but felt our resources were best focused on local partners," said Craig Stumpf-Allen, director of grants. ECF offered to match up to \$1,000 of Giving Tuesday donations with a gift to participating groups' endowments. We hoped it would provide further incentive for donors to give.

The chosen participants were all small, local organizations that had small organizational budgets, and an endowment at ECF. Eight groups agreed to participate and each received more gifts than the previous year, and seven received total gifts over \$1,000. The average increase was more than 300 per cent; a clear indication that matching funds were a motivator for their donors.

The participants reported:

- Marg Stephen Legacy Fund (Young Alberta Book Society) increased donations from \$300 to \$1,149,
- Cosmopolitan Music Society Endowment Fund went from \$0 to \$2,975
- Pride Centre of Edmonton Fund - \$50 to \$1,915
- CHED Santas Anonymous Fund - \$1,495 to \$4,007
- Alberta Emerald Foundation Endowment Fund - \$450 to \$1,440
- CEASE Fund - \$100 to \$2,315
- HIV Edmonton Endowment Fund \$0 to \$1,320
- Sustainable Food Edmonton Fund - \$225 to \$640.



Giving Tuesday online results vs. Giving Tuesday with matching funds offered. The 2017 results show that the incentive of matched funds resulted in an average increase of 300 per cent.