

E4C ENVOY

FALL 2014



ON THE COVER:
Sarah in E4C's School Lunch Program



E4C's mission is to limit, alleviate and ultimately eliminate poverty.

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FEEDING OUR FUTURE

Shirley, a retired teacher, took the job of School Lunch Attendant for E4C's School Lunch Program purely for her love of working with children. She explains, "What's exciting is that you see that you're making a difference with each meal. Children are unbelievably valuable. They are our future. When we educate children about healthy food options, we are investing in our future."

E4C's School Lunch Program feeds over 2,100 students daily in high-needs schools in Edmonton. For the last twenty years the program has ensured that children have the ability to concentrate in the classroom and on their futures. Children are encouraged to try new foods, explore nutrition and develop a relationship with food. Shirley sees the difference made each day and over the cumulative span of a school year. At the beginning of the year an apple may be shrugged off, but with repetition and encouragement from the School Lunch Attendants, it can become a child's cherished food by the end of the school year.

Shirley tries to learn each child's name. She checks in, asks how their morning was and how their weekends were. The answers are not always good stories, but the children look forward to connecting with the School Lunch Attendants, as they are a constant in their lives. She recalls one little boy who did not say a word for months. Lunch would be exchanged to a quiet return. Then one day in the tiniest voice he said, "Today is my birthday." The lunchroom responded in recognition of the birthday boy and students around him shared how far and near their special days

were, too. Shirley says, "It's the idea that someone is listening, that someone is saying their name each lunch hour. As adults, we need to stop and listen to what the children are saying and to what they are asking."

* * *

At the end of the year, students ask, "Who will be feeding us for the summer?" In 1997 E4C responded and began the Summer Snack Program, ensuring children's nutritional needs are supplemented during the summer months. The program is offered at various Green Shack playgrounds in Edmonton.

Food security is defined by the World Health Organization as meaning that all people at all times have physical and economic access to adequate amounts of nutritious, safe, and culturally appropriate foods. In addition to the School Lunch Program, students at McDougall School and 23 additional schools throughout the city are offered a morning snack to sustain learning until the lunch hour.

To understand how nutritious meals like the ones served in the School Lunch Program are created, E4C began the Young Chefs Program in 2000. The program increases the capacity of children in Grades 4-6 to choose, plan and prepare nutritious food.

These programs work together to tackle food insecurity in Edmonton and create that future Shirley speaks of.

A MESSAGE FROM OUR CEO

Do you have kids? Grandkids? Nieces or nephews? What if you knew that they would only get one nutritious meal today? What if that one meal had to sustain them throughout the day as they tried to learn, play and grow.

Every school day, the E4C School Lunch Program provides a lunch to more than 2100 Edmonton children. For many children, this is the only balanced meal they will have. For many more, it's the only meal they will be able to sit down and enjoy with friends. This is why we do this work.

At E4C we take care of the people whose needs may not fit with other programs or organizations – people who deserve to be listened to and respected, no matter what their circumstances

or challenges. We see people, not problems and welcome them without judgment or bias. But we can't do it alone, E4C relies on the generosity of you and other Edmontonians to help serve the more than 12,500 people who turn to us each year.

We believe that every person has a story. And with your help we'll be able to give them what they need to decide how the rest of their story unfolds.

Thank you and may this fall season bring you bountiful blessings.

Barb Spencer



MAKE A DIFFERENCE WITH A MEAL

The cost of a lunch is approximately \$2.30 per student. The families are asked to contribute \$30 per month or any amount they can afford. The remainder is made up of donations from generous community members, and through grants and government contracts. Donations from community members are essential to sustain the program, as they make up approximately a third of the annual budget. Donations received pay for the actual cost of nutritionally balanced meals.

\$50

provides one child with meals for the month

\$400

provides one child with a full year of meals

\$10,000

provides a full year of meals to one classroom

THERE ARE MANY ALTERNATIVE AND CREATIVE WAYS TO DONATE TO THIS PROGRAM:

- Celebrate your special occasion, such as a birthday, retirement or wedding, by accepting donations
- Make a donation in lieu of purchasing company Christmas cards
- Donate a portion of your product sales to the program

VOLUNTEER PROFILE

For Brad Butterfield, it's the stories of strength through adversity that keep him inspired in his role as Chair of Kids in the Hall Bistro's fundraising committee.

Youth arrive at Kids in the Hall Bistro (KITH) for on the job training and a connection to school and outreach support. When the committee meets each month at the Bistro, Brad is reminded of the results of the program. "At our meetings we are greeted by a youth tending to our table. It's a scene so different from where they were at a few months ago. They are learning life skills right in front of us."

Brad describes the bistro as a unique social enterprise: "What people may not know when youth enter the bistro is the full spectrum of options they can leave with. It's not a single set of outcomes. They leave KITH with skills that are transferable into the service industry, but also with the option for further education."

His most memorable moment was when a youth, who was in the program for just a few months, gathered the courage to start the gala off with a song. He describes, "It wasn't just public speaking, it was singing! It takes so much confidence to offer to perform at a gala of over 200 people."

Brad's role has been to spread the word about the work of Kids in the Hall to the community and to everyone he knows, from inviting his neighbours to purchase a table at the annual gala, to facilitating company grants from his employer, IBM Canada. \$10,000 in company grants has been raised so far. This involvement is a multi-year commitment and will leave a legacy for Kids in the Hall Bistro.

KIDS IN THE HALL BISTRO

2014 ANNUAL FALL GALA

WINE & SILENT AUCTION 6 P.M.

October 17th

DINNER 7:30 P.M.

CITY ROOM, CITY HALL 1 CHURCHILL SQUARE

TICKETS \$200 (\$160 TAX DEDUCTIBLE)

FOR TICKETS

CALL KAYLA AT 780.424.7543 EXT. 115
OR EMAIL [KBERTRAND@E4CALBERTA.ORG](mailto:kbertrand@e4calberta.org)

THANK YOU TO ALL OUR DONORS AND SUPPORTERS

MAJOR FUNDERS



YES! I WANT TO DONATE!

Name: _____

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Payment Method: VISA MasterCard Cheque

Credit Card Number: _____ Expiry: _____

Your name as it appears on card: _____

Total Amount: \$ _____ School Lunch Program Program



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