

E4C ENVOY

SPRING 2015



EVERY PERSON HAS A STORY

For more than 40 years, E4C has been helping Edmontonians get what they need to tackle life's challenges. E4C believes that people deserve to be listened to and respected, no matter what their circumstance or challenge. We see people and welcome them without judgment or bias.

Charitable Registration Number: 13155-8140-RR0001

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

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HOW WE GIVE

If you think
someone could
use a friend,
be one.



MEGAN & ALLISON

At what ages does a person formulate the desire to volunteer, to give back? Something sparked in Megan, at age 7, when she heard about giving back to the community on a TV show this summer. It's a trait that's an important thread in her parents' lives, as Glenn and Angie Ewanchuk are both realtors and Glenn is the President of the Realtors Community Foundation. "The key thing in our home is volunteering," says Angie.

After watching this show and thinking about how she could give back, Megan asked her parents what she could do. They made a list, went through some possible charities and settled on the E4C School Lunch Program. "It's a program that makes a real impact," says Angie. "When I explained that just \$200 would provide 100 meals to children, Megan's eyes lit up."

So Megan got to work and recruited her younger sister, Allison, age 5. The sisters thought of their best skill and settled on creativity. In the summer of 2014, their creative outlet was something called "rainbow loom" bracelets, so they decided to sell them.

As true project managers, their next step was guaranteeing sales. The girls worked out their pitch and went to the local farmers' market. Quickly securing a booth, they got to work and made 53 bracelets. They were a huge hit: the girls sold out and had to stay up quite late to create a second batch.

"It was a lesson in giving, but it was also a lesson in planning," Angie recalls. "You don't start by doing, you start with a plan."

It's so important for our girls to know that, because planning is an essential skill in life."

In the fall, once school started back up, Angie and Glenn connected with the E4C School Lunch Program to set-up a day for their daughters to volunteer and learn about where their donation went. Angie describes, "The day was an eye-opener for our girls. As soon as they open their eyes, they are being fed breakfast. And that's from a full menu; they decide what they want to eat. They learned that not every kid in Edmonton gets that."

The spark of this project was carried back to school, with Allison giving a stellar presentation to her grade one class about her experience. The girls were featured on the school's "Panda TV" sharing their experience and now they have been nominated for a Great Kids Award.

It's the trickle effect of this donation that strikes a chord. It's parents empowering children, it's children showing empathy for fellow children and it's word of mouth, from kid to kid. Megan asked a why question and then formulated a plan with Allison on how to help. It's this thought process that sparks compassion and propels our community forward.

Megan and Allison made 53 bracelets for a total of \$235 and they've already started brainstorming their 2015 projects.

TO LEARN MORE ABOUT HOSTING FUNDRAISERS FOR E4C OR TO CELEBRATE YOUR SPECIAL OCCASION WITH A DONATION, CONTACT KAYLA BY E-MAILING CONNECT@E4CALBERTA.ORG OR PHONING 780.424.7543 EXT 115.

CEO MESSAGE

Every person has a story. At E4C, when we say every person we mean you, our donors, our supporters, our volunteers and the people we serve. You are the people of E4C. In this issue, we profile some of the amazing contributions from our community.

Our work is made possible by generosity. Over the holiday season, we are reminded that generosity comes in many forms. We received an array of creative donations from donors of all ages and abilities. We are pleased to share a few of these stories with you and we offer a sincere thanks to all who contributed in many ways in 2014.

LUCILLE

One day at Lucille's church, The Catholic Parish of St. Thomas More, she received a brown paper lunch bag with a sticker requesting a donation to the E4C School Lunch Program. Lucille took it home and donated. She then received an E4C Envoy with a snazzy infographic about how a donation of \$10,000 to the E4C School Lunch Program would feed a whole class for an entire year. So she cut a cheque and dropped it off to a couple of awestruck E4C employees in January of 2015.

Lucille is a retired teacher. She taught grade two 27 years ago in an Edmonton neighbourhood where lunches were packed

and full of options. Upon learning about the role of the School Lunch Program, she realized that this is a cause where her donations could have a real impact. She thought, "oh my! I can feed how many people with what amount of money?"

We asked Lucille, why should someone else do what you did? She replied, "At least one good meal is so important to each day. We don't realize that there is poverty in Edmonton and we don't know what people come home to."

Feeding children is feeding our futures. The role of education and a nutritious start sets us up to be able to plan and to give. Donations like Lucille's are essential to sustaining the E4C School Lunch Program.

TO LEARN ABOUT LEGACY GIVING WITH E4C,
PLEASE CONNECT WITH E4C'S NEW DIRECTOR OF
MARKETING AND COMMUNICATIONS,
MATTHEW BURBIDGE AT 780.424.7543 EXT. 144
OR MBURBIDGE@E4CALBERTA.ORG



CHRISTOPHER

December 2nd is known online as Giving Tuesday, a day dedicated to giving back and celebrating the opening day to the giving season. Shortly before Giving Tuesday, we met Christopher, an E4C donor who gave us a heads up that he was going to feature us on his personal social media. As pictured here, Christopher made this sign, took an #UNselfie and shared with the world why he gives to E4C. When we reposted his post on our social media, it was one of our most liked photos, ever.

Our donors and supporters are part of the E4C story and social media allows us to celebrate and capture how you give back. The power of social media is in its inspiration; telling stories like Christopher's sparks an idea in others to give. Over the last year we've put out asks for items like mitts and toques and within an hour, we have received donations in person. A sincere thanks to all who contribute in sharing our asks and facilitating stories of kindness and compassion.

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THANK YOU TO ALL OUR DONORS AND SUPPORTERS

MAJOR FUNDERS



YES! I WANT TO DONATE!

Name: _____

Address: _____

Ph: _____

Email: _____

Payment Method: VISA MasterCard Cheque

Credit Card Number: _____ Expiry: _____

Your name as it appears on card: _____

Total Amount: \$ _____ School Lunch: Other: _____



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