



Keeping up with the times

E4C launches text to give campaign to raise funds for the agency and its programs

According to the Government of Canada, wireless phones are among the fastest growing consumer products in history. At the end of December 2009, Canadian wireless phone subscribers numbered 22.8 million. 75% of Canadian households have access to a wireless phone and Canadians send 100 million text messages per day. Half of all phone connections in Canada are now wireless.

Although many mobile phone users are younger, this demographic is rapidly shifting. The biggest areas of growth in the industry are people over 45 and women, and the statistics show that people accessing social media on their smartphones are not young and under experienced. In December 2009, 36% of those accessing social media on their phones were in fact aged 35 to 54.

These are all statistics too interesting to be ignored in the fundraising world - and these are Canadian statistics provided by Statistics Canada.

Consumers are using their cellphones and smartphones for all kinds of activities. They are using mobile phones for value added content, news, social endeavours, weather, access to the web, coupons, product research, etc.

Why would a user not use their mobile device to donate?

According to the Canadian Wireless Telecommunications Association, Canadians sent 56.4 billion texts in 2010, with 2.3 billion being sent to short-codes used to interact with



businesses and charities. Using technology to build on our donor base presented exciting opportunities for increasing donations to E4C and its programs. This fall, E4C is launching a text-to-give campaign, raising money for the agency by inviting people to give \$10 via their cellphone bill by texting our keywords to a short number code.

Starting November 18, E4C will be fundraising using four keywords - **e4c, lunch, home and change**. Each time a donor texts one of those keywords to **20222**, \$10 will be added to your cellphone bill. This will allow us to attract a new set of donors and supporters and will enable us to use large events such as hockey games to invite people to support us.

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Alberta's future looks promising

thoughts from E4C's Chief Executive Officer

Michael Farris, MS, CEO

One cannot help but feel hopeful after the PC Party elected Alison Redford. Finally, a Premier that looks favourable on the not-for-profit sector.

In a surprising come from behind win, Ms. Redford takes Alberta and the Party takes the reins of Alberta's government, promising to put her own spin on things.

In response to what Albertans have asked for, Alison Redford is poised to make some big changes, her first move is to implement the Department of Human Services, which, among other things, will "require all government departments to conduct detailed program reviews and demonstrate why programs and services cannot be delivered by community-based organizations or the private sector."

Finally, a leader that recognizes the value of our sector, of our knowledge and of the expertise we bring to many different tables. She recognizes the need to invest in this sector and in the people that provide the services.

Although time will ultimately be the real test, this move for the province looks promising.

This is what she had to say about our sector:

Helping the Helpers: Alison Redford's Policy on Non-Profits

Non-profit community service agencies are a critical piece of Alberta's social fabric. Working alongside the provincial government, they enhance and in many ways improve on existing social services, focusing on a particular niche and delivering much-needed care, support and guidance to the most vulnerable members of our society. Tens of thousands of Albertans of all ages depend on them and while these service providers receive well-deserved respect for their outstanding track records, the funding and support they need to excel is too often absent. It's time for change.

Investing in Success

Non-profits provide incredibly good value for money, using local knowledge to reach into every corner of the community and help those in need. The government should supply agencies with the resources they need to maximize their capabilities. As Premier, I will:

- Work to bring salaries up to par with public sector social services. This will help agencies retain skilled staff, save them

money on training and ensure that clients can depend on seeing familiar, friendly faces;

- Apply my stable and predictable funding model to this sector, providing organizations with long-term contracts that allow them to plan ahead and budget effectively.
- Shift from per-hour to outcome-based contracts, giving agencies the flexibility to respond to client needs as they see fit;
- Change contract terms to allow for funding increases in response to rising service delivery costs;
- Assist agencies with funding and support for recruitment campaigns designed to attract the skilled and compassionate staff non-profits need to serve Alberta's growing population.



Intelligent Partnerships

Non-profit agencies have amassed an enormous body of expertise that's invaluable in assessing and responding to the issues affecting Alberta's most at risk individuals. Government must harness this knowledge to improve legislation and remove bureaucratic obstacles that hinder non-profits' success. I will:

- Invite non-profits for intensive and meaningful policy discussions, using their knowledge to craft precisely targeted, high-impact legislation;
- Engage with stakeholders early on in developing applicable programs to ensure the latter meet non-profits' needs;
- Amalgamate multiple departments concerned with social services into a new Department of Human Services, giving non-profits a single point of entry into the government system;
- Alter the Freedom of Information and Protection of Privacy Act so that public servants and non-profits can share information while continuing to protect privacy through a process of informed consent;
- Create an independent Children's Advocate to liaise with child-focused non-profits and bring unresolved issues to the Assembly's attention.

Delivering better services to underprivileged Albertans is not a matter of driving up budgets and spending more money. By working closely with non-profits and supplying them with the right tools, government can unleash their true potential. Supporting entrepreneurial, community-minded non-profits is a cost-effective step that will help ensure everyone has the chance to share in the Alberta Advantage. 🌱

Kids in the Hall celebrates 15 years

Fall Gala commemorates this accomplishment

1 996. The year Mr. Dress Up retires after 28 years on the air. The year Black Harbour premieres on CBC. The year Lisa Marie Presley files for divorce from Michael Jackson. The year Phil Collins leaves Genesis to launch his solo career.

Most important, 1996 was the year that E4C's Kids in the Hall Bistro was launched and the doors opened in Edmonton's City Hall.

The brainchild of Martin Garber-Conrad, the Executive Director of E4C in 1996, this program was creative, crazy, innovative and determined. At the time, City Hall did not have an on-site restaurant and the location that is now Kids in the Hall was a vacant room. Martin envisioned a busy bistro where youth-at-risk could be trained and given experience, enabling them to go on to successful education or employment.

Martin had his skeptics. Restaurants had (and still have) a notoriously high "failure" rate. You'll often hear that 90% of restaurants fail in the first year. It wasn't particularly heartening to know that six out of ten restaurants closed in three years, according to stats from 1996. Couple that with staff that are young, inexperienced, often homeless and lacking in life experiences and skills and the future of this vision looked bleak at best.

Yet, after 15 years, Kids in the Hall has a lot to celebrate. Over 3000 kids have entered the program. Over 800 have graduated and have gone on to successful lives.

The Bistro is just what Martin had dreamed - a busy, successful restaurant in City Hall where at-risk youth gain experience, confidence and life skills.

In mid-October at the Kids in the Hall Gala, guests heard from guest speakers whose lives had been impacted by the work of Kids in the Hall.

Victor, who is currently in the program, told guests at the Gala that he was a young, angry teenager who had been passed around the foster care system. He started the program with no confidence and no skills. After only 5 months in the program, he has returned to high school to complete grade 10 and he hopes to go to Nait's Culinary Arts program. In 5 – 7 years, his dream is to open his own diner and he plans to model the Kids in the Hall approach and treat young people with as much care and compassion as he was when he came to Kids in the Hall.

Another speaker was Debbie. Debbie graduated from Kids in the Hall 13 years ago in 1998. At the time, she was homeless and hopeless and making bad decisions in her life. She is now a registered nurse.

She is also an outdoor enthusiast and had a harrowing true story to tell. One weekend in early October this year, she was hiking in the mountains. When she left, it was a beautiful day and she

was dressed for fall hiking – shorts, a light hoodie, light hiking boots. As the day progressed, it got cloudier and colder. She found herself, separated from her hiking team, in the midst of a blizzard. She could only see a few feet ahead of her and the trail became treacherous. She was cold, wet, frightened and not sure where this would lead her.

She continued on, and just when she was about to give up, to lose hope, she saw a small break in the clouds far down the mountain. She saw the colours of the fall leaves and she knew she could make it down the mountain.

This was her "a ha" moment. This was a perfect analogy for what Kids in the Hall did for her 13 years ago. She was cold, hungry, hopeless and about to give up and Kids in the Hall was that break in the clouds. Because of the hope and compassion that Kids gave her, she was able to turn her life around. She is now successful, confident and eternally grateful for the gift she was given by E4C.

Over the years, staff at Kids in the Hall have heard many stories like these. Graduates often return to the Bistro to say thanks and to brag about where they are now. Staff such as Program Manager Calvin Avery, who has been with Kids in the Hall since its inception, marvel at the success of this brave and innovative program.

This year, the annual Gala was about celebrating. Martin Garber-Conrad made his return to his brainchild as guest chef for the event, preparing a succulent 5-course meal sourced from local suppliers. Guests enjoyed port-poached pears, whitefish packets and Icelandic rye bread ice cream as part of this gourmet meal that was paired with a variety of quality wines.

Guests received a Kids in the Hall commemorative wine glass as the Bistro's way of saying thanks for 15 years of patronage, support and financial contributions.

The live and silent auction as well as some raffle prizes helped Kids in the Hall raise much needed funds. At an early calculation, this event raised over \$40,000 for the program and the Bistro.

Starting November 18, Kids in the Hall is launching a text-to-give initiative to raise money in celebration of 15 years in business. Customers at the Bistro will be invited to **text "change" to 20222 to donate \$10** on their mobile phone bill. 📱





ArtStart book sale raises funds and awareness for E4C's ArtStart program

There couldn't have been better weather for ArtStart's September 24 book sale.

The temperature soared to over 30 degrees while patrons shopped for used books, art and musical instruments. In the end, the sale raised over \$600 for ArtStart and there is enough inventory left for another sale. Thank you to all of the generous donors of books, art and musical instruments.

One customer called E4C to express great thanks for the sale. Her sister-in-law was an avid musician in high school – a highly talented flutist. However, after leaving school, she could not buy a flute to play, which is not uncommon as they can range from \$500 - \$2000 each. Over the years, she slowly slipped into modest depression. When she heard about the Art Start book and instrument sale, she was hopeful to find instruments for herself, and even a few to help her pass on her lost passion to her children.

They purchased flutes, a saxophone and clarinets at a great deal. Now, the house is filled with music and a cheery atmosphere, as she once again plays the flute. "I have not seen her this happy in years," said the satisfied ArtStart book sale customer. ☺

Funds from Edmonton's Community Foundation generously support many E4C programs

The Edmonton Community Foundation works with donors and the community to transform individual dreams of helping others into reality, now and forever, through permanent endowment funds. E4C and its programs are often the beneficiary of these funds. This fall, E4C received generous support from the Eldon and Anne Foote Fund, the Hugh and Madge McColl Family Foundation, the Semchisen Family Fund and the Kathryn and Robert Merritt Fund. E4C has also received money from the Ed



and Rita Foy Memorial Fund and the Anne Carmichael Children's Fund. ECF also supports E4C through the collection at its Annual Meeting and through other funding. ☺

Mosaic Centre keeps busy working in the Fort Road Community

Shorter days and colder mornings are a harsh reminder of the realities that people living in poverty face on a daily basis. More and more people living in northeast Edmonton are finding themselves at a loss for some of their basics needs. In summer 2010 there was an average of 18 visitors from the neighbourhood each day. This summer, the centre saw 45 to 60 community members daily.

Friends of Mosaic came together this summer in several community efforts to raise funds and collect supplies for the centre.

Ongoing support and weekly donations of baked goods from two local Starbucks stores was supplemented when the Miller Square Starbucks held an evening fundraiser for the centre. Mosaic friends at Edmonton Police Service North Division came out in full force in support of the event. Proceeds from the beverage sales were presented to Mosaic Centre.

Sobeys Namao hosted a summer barbeque complete with volunteer face painters and balloon artists. Saturday shoppers dined on delicious Schneiders hot dogs and all funds raised were donated to Mosaic Centre.

72 golfers took to the links and enjoyed a beautiful day of sunshine topped off by a delicious steak barbecue dinner. The 2nd Annual Mosaic Centre Golf Tournament was hosted in style by the Elk Island Park Golf Course management and staff. A great time was had by all at this top-notch fundraiser.

St. John's Lutheran Church, Ardrossan, held a summer long collection and included Mosaic Centre in their Vacation Bible School curriculum for the second year in a row. Many other churches, Edmonton Christian Schools, corporations and

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Liliana's Boutique supports E4C's School Lunch Program



Anyone who has ever met Ljiljana Kujundzic at Liliana's Boutique just off of 124 Street on Jasper Avenue knows that she is hard to say no to. She passionately supports her community and she is both connected and respected around the Edmonton fashion scene. For the past 15 or so years, she has been raising money in support of various issues and causes and this year, thankfully, she chose E4C's School Lunch Program.

Throughout the summer (and continuing now), she sold "inspiration" bracelets and necklaces out of her boutique. These amazing twistable, bendable necklaces never look the same twice. Over the summer, Ljiljana raised over \$1800 to help feed hungry kids.

Her passion for hungry kids did not stop at just one initiative. On September 29, Ljiljana joined with her friends in the fashion industry—Derks Menswear, Head Shoulders Knees & Toes, Head Case Hats, The Glamour Box and the Argentine Tango Studio—to host a Celebration of Life Dinner, Silent Auction and Fashion Show in support of E4C's School Lunch Program. With dozens of silent auction items donated by her generous friends and colleagues, the Celebration of Life Gala raised almost \$6000 towards this worthy cause.

Ljiljana keeps on working to help feed hungry children. Liliana's Boutique is selling beautiful pashmina scarfs for \$15 with 100% of the proceeds going to E4C's School Lunch Program. Liliana's Boutique is located on Jasper Avenue at 123 Street.

To date, Liliana has raised over \$10,000 for E4C's School Lunch program. 🌱

Do you want to receive E4C's publications by email?

Do you want to stay up-to-date on E4C Events?



Email us at fund.development@e4calberta.org and we will add you to our email list.



Dallas and Derek - a journey of hope

Mosaic Centre showed this couple how to live again.

Since meeting the people at the Mosaic Centre our lives have changed for the better. The Mosaic Centre has shown our family how to live again.

Both Derek and I have struggled with drug addiction for many years. Our infant daughter, Alaina, was taken almost one year ago by Children's Services. After this happened we began to use so many drugs, to numb the pain, that we couldn't or wouldn't come back to reality.

During our self destruction the Mosaic Centre ladies stuck by our sides. They remained dedicated to us and encouraged us to keep trying. They prayed for us and taught us how to pray.

The Mosaic Centre has been very generous with our family. We have been blessed many times over. Some of the gifts our family have received are clothing, food, financial advice, bus tickets, toys and supplies for our baby and lots of love and hugs.

The Mosaic Centre has inspired me to become a better human being. With the Centre's help both Derek and I entered and completed Residential Treatment for drug addiction. They visited us, drove us to visits, brought us treats and smiles. They truly believed in us and helped guide us through this healing journey.

The Mosaic Centre used their connections to help us get affordable housing. Today we live in a beautiful home and we are preparing for the day when our baby can come home.

When she does come home, she will come home to two capable parents who are drug free. God bless.

- Dallas and Derek 🌱

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e4c **lunch** **home** **change**

In October, E4C was approved by Mobile Giving Canada as a charity eligible to conduct a text-to-give campaign. Mobile Giving Canada is an arm of the Canada Revenue Agency and is the Canadian governing body of mobile giving. It is also the distributor of all mobile donations. Through this program, 100% of each \$10 donation is disbursed to the designated charity. For more information on mobile giving and for a complete list of charities eligible to fundraise through mobile giving, go to www.mobilegiving.ca.

I ♥ Texting

When the earthquake hit Haiti in 2009, nearly \$40 million was raised using text-to-give. We realize that this was a disaster and was worthy of response, but we feel that hungry children, homeless women and programs and services that encourage and promote change are equally worthy and will garner a generous response. And really, it is only \$10 that the donor is giving.

Over the course of the next year, E4C will be running various campaigns around these keywords, and, at any time, a donor can text the **e4c** keyword to make a gift.

This fall, we are supporting E4C's Snack Program, a program that serves over 5,000 children each day in many Edmonton Schools, with a text-to-give component. Cellphone users are encouraged to **text lunch at 20222** to give \$10 to this worthy and much needed program. Through this campaign and other means, E4C has a goal of \$40,000.

E4C's Kids in the Hall is celebrating 15 years! As part of that celebration, we are asking Bistro customers and supporters to text **change at 20222** to donate \$10. Customers can also donate cash with their bill.

As part of our annual E4C campaign, cellphone users will be encouraged to text **e4c at 20222** to show their support for E4C and its programs.

Of course, donors are encouraged to continue to make larger gifts as well. As part of this, E4C is concurrently developing a mobile website that can be viewed easily on a smartphone. This will allow donors to give directly to us through their smartphone. We are also working to make it easier to donate directly from our E4C desktop website as well. 🌐

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individuals continued to help out the centre during the summer through the donation of funds, products, air-conditioning, volunteer hours and prayerful support.

A person standing alone can be attacked and defeated, but two can stand back-to-back and conquer. Three are even better, for a triple-braided cord is not easily broken. - Ecclesiastes 4:11-12

- Reprinted from the Mosaic Centre Fall Newsletter 🌐

E4C's Summer Snack Program serves over 800 kids each day at park sites in Edmonton

As we close the books on another highly successful E4C Summer Snack Program, we wonder where the summer went. Each year, E4C partners with the city's outdoor playground program to feed hungry kids a snack each weekday. This summer, 825 children were registered in this program at 30 playground sites.

Each day, volunteers came to Alex Taylor School to prepare

snacks for delivery throughout the city. 86 volunteers contributed over 300 hours to this worthy program. Volunteers from corporations such as Alberta Energy, the North East Rotary Club, Suncor, Telus and Waiward Steel as well as individuals supportive of the program prepared an average of 335 snacks each day. Many of our volunteers return year after year to work at this program, such as Marion and Pat Sharek who have volunteered for over 10 years. A volunteer thank you event was held in August in the Alex Taylor Community Garden.



This program is generously sponsored by Alberta Blue Cross – Hearts of Blue, Edmonton's Food Bank, Gem Catering – Covenant Health, ISL Engineering, The Rotary Club of Edmonton Northeast, Sobeys and the United Way of the Alberta Capital Region. 🌐

Edmonton REALTORS® Community Foundation supports three E4C programs

In late October E4C received notice that E4C's Elizabeth House, Crossroads House and Crossroads Outreach would receive funds from the REALTORS® this year. 58 applications totalling over \$700,000 were received by the Foundation and E4C is pleased to again be successful in their applications for support. We look forward to the cheque presentation in November. 🌐

The seven deadly sins of charitable giving

from www.planforgifts.com

It is estimated that a full third of individuals who set out to make a charitable gift do not complete the task. Is it the fault of the charity or the donor, or just a breakdown in communication? Make your gift happen and make it count. This information is designed specifically for those individuals who are considering making a charitable gift and who want to make a difference.

Deadly Sin # 1 -

Lack of understanding of your level of philanthropic interest and Intent - Your Philanthropic Footprint

It is common for people to simply consider philanthropy as a process where an individual pulls out their cheque book at certain time of the year (holidays or tax time) and begins writing a series of cheques to all the charities that have asked for a donation in the past year. While this process is effective in creating tax relief for the donors, it is not effective in creating a lasting legacy or "philanthropic footprint". Begin to create your philanthropic footprint by analyzing your past giving and determine where your core areas of interest have been. Where have you committed time, interest and money? Look for common trends and themes

Deadly Sin # 2 -

Lack of direction and theme

If you really want achieve the greatest impact with your future charitable giving choose one or two sectors and stick with them. Take clues from your past and choose from the broad sectors of: Environment, Social Sciences, Health (research, care, support), Religion, International Dev., Education, Culture and Arts, Community, etc. The next step is to choose the specific charity or charities to support. Isolating one or two areas or sectors on which you focus your giving will allow you to make a much greater impact than simply giving a little to all who ask.

Deadly Sin #3 -

Fear of the bigger dream

What if you stop for a minute and dream BIG? Don't be shy, imagine what you could achieve if you focus your efforts and carefully consider your giving potential. Once you have chosen the sector you wish to support by determining what is near and dear to your heart, take a look at your family history. Could your gift be part of a larger, intergenerational family giving plan? This could be a dinner time discussion with your whole family.

Deadly Sin # 4 -

Not doing your homework – is the charity worthy?

It is amazing how often people are caught up in the idea of giving to a worthy cause and go to great lengths to do so, but when asked, know very little about the organization they hand the money over to in support of that cause. We are encouraged

to support causes and not organizations but it is the organizations who are the stewards of our gifts and it is these organizations we must scrutinize to be certain they are doing all they can to support the cause and the donor. Find

out about the charity before you give – approach it like you would an investment: review their annual report, learn about their leadership, are they in good standing with CRA?, are they achieving their stated goals?, do they have donor policies and procedures in place?

Deadly sin # 5 -

Not looking at giving options other than cash

Philanthropy should be part of your wealth management plan. Think about making your gift fit your tax, investment and estate plan. Consider donation options other than cash: estate gifts through a will, publicly traded securities, donor advised funds, life insurance, RRSPs and RRIFs, real estate, annuities, or private company shares. All of these gifts are beneficial to the charity and have positive tax implications before or after death.

Deadly sin # 6 -

Not expecting and/or demanding professionalism

Expect your target charity to treat you with the same level of professionalism that you would expect from a for-profit organization or business. Charities should have staff with gift planning skills and expertise to help with the process. Privacy protection and Donor Recognition policies are "a must".

Deadly sin # 7 -

Repeating a bad experience

Take time to reflect back on your experience with your chosen charity and don't do it again if it didn't feel right the first time. Did the charity provide sufficient support and communication? If not – don't be afraid the tell the charity.



E4C is a registered charity in good standing with CRA. All donations over \$20 are issued a charitable tax receipt and a thank you card or letter. Donors are also highlighted in the Annual Report and other publications such as GoodWorks and Envoy.

We adhere to ethical fundraising practices and protect your confidentiality - our donor list is not shared or sold. We work with a planned giving specialist who can work with you on legacy giving.

Our Annual Report can be found at e4calberta.org.



Hearts for the Homeless 2012

A fundraiser for E4C's Women's Emergency Accommodation Centre

Come join us for a gourmet meal and silent auction at the Chateau Louis as we open our hearts and our wallets to support Edmonton's homeless women.

*Saturday, February 25, 2012
5:30 Cocktails and Silent Auction 6:30 Dinner
Chateau Louis 11727 Kingsway Avenue
Tickets are \$75 each (\$35 tax receipt)
To purchase call (780) 424-7543 or (780) 423-5302*




It's easy to support E4C ...

Use the pre-paid return envelope that came with this newsletter to mail us a cheque.

- Text "e4c" at 20222 to donate \$10 via your mobile phone bill
- Call (780) 424-7543 to arrange for a one-time or monthly donation using your credit card
- Donate online at CanadaHelps.org

We appreciate each and every gift and thank you

Envoy is published by E4C and it is written and edited by Kris Morra, Fund Development and Communications Manager. If you have any comments or submissions please feel free to contact us at 780-424-7543, email fund.development@e4calberta.org or by mail to 9321 Jasper Avenue, Edmonton, AB T5H 3T7

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About E4C



Changing Lives • Growing Community

Founded in 1970, E4C is a registered charitable human services organization. Our charitable registration is #13155 8140 RR0001.

Our programs include:

Nutrition and Community Services

Community Garden, E4C's School Lunch and Snack Programs, Make Tax Time Pay, Young Chefs

Early Learning

ArtStart, Bannerman Out-of School Care, Clareview Head Start, Early Head Start, Northeast Community Program

Transitional Services

Crossroads Programs, Elizabeth House, Intensive Case Management Team, Mosaic Centre, Women's Emergency Accommodation Centre (WEAC)

Affordable Housing & Mental Health Services

Brigid's Place, GC Place, Gold Nugget Suites, Holmes Place, McCauley Apartments, Meadow's Place, Our Place, Our Other Place, Sorensen Place, Stollery Place

Social Enterprise

Kids in the Hall Bistro Program, Shared Financial Services

Our members are All Saints Anglican Cathedral, Augustana Lutheran Church, The Anglican Parish of Christ Church, First Baptist Church, McDougall United Church and St. Joseph's Basilica and representatives from these faith communities as well as the community at large, comprise the voluntary Board of Directors.

E4C receives support from all orders of Government, the United Way, the Edmonton Community Foundation, the Muttart Foundation and the Stollery Community Foundation, to name a few, as well as from generous individuals and corporations that include E4C in their charitable giving plans. We thank you for your generosity and support.

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