

# Envoy

Fall 2010

## E4C's School Lunch Program

### Feeding hungry kids against all odds

It's hard to believe another school year is already well underway, and for E4C, that means another year of providing nearly 2000 hot lunches to students each day. These lunches, professionally prepared and delivered to nine high-needs schools, provide well-balanced nutrition for children and peace of mind for parents.

September is an expensive month for parents. Simply the basics of school supplies and school fees can set a family back hundreds of dollars. This cuts into a families' ability to provide the necessities of life and makes it less likely that families have money for extras. This financial burden makes this program even more important to families.

In the spring, when the Public School Board closed five inner-city schools, parents' biggest concern was whether their child's new school would offer E4C's School Lunch Program. Although three schools are no longer open, E4C continues feeding 210 of the 300 affected kids at other sites.

Even with the cost-effectiveness and the proven track record of this program, E4C's School Lunch Program has very tight finances. In June, the panic button was pushed as the program was facing a potentially large deficit. Government funding and community generosity have ensured that this is now a much smaller amount.

We do not want to pare back services. The universality of this program is largely its appeal. In each school in which E4C provides this program, all children are fed. However, the increased costs of providing food (an increase of 15% last year),



Children are fed a nutritious meal and parents have peace of mind.

the provincially imposed milk carton levy and the reduction of dollars coming to this program have made it necessary to work harder to find funding for this program.

We are getting creative to find new money for this worthy program. In the spring, E4C will be teaming up with the Edmonton Chamber of Commerce to launch a fundraising campaign that will invite Edmonton businesses and their employees to raise funds for E4C's School Lunch Program. Employees will be asked to "brown bag it" for a week and to donate what they would have spent on lunch for that week to E4C's School Lunch Program. Employers will then be asked to match whatever employees raise. We hope to

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# Message from our Chief Executive Officer

## Hungry Children — We Need to do Better

Michael Farris

**W**e have a problem with child hunger. Every day several thousand Edmonton school children go to bed hungry and wake up hungry the next morning. This is not their fault.

Children who are hungry cannot concentrate on learning. Children who are hungry do not achieve physical growth and intellectual development as well as well-fed peers. Children who cannot learn do not perform well in school. Children who do not perform are more likely to drop out of school. A school drop-out has a poorer chance of gaining and keeping meaningful employment. Hunger exacts a price from the hungry child and from the community.

For many years E4C has worked with the Edmonton Public School Board and the Edmonton Catholic School Board to deliver essential child nutrition. Every day, E4C's School Lunch Program feeds 2000 hungry children and E4C's Snack Programs feed over 5000 children. Based on information from the School

Boards we are reaching about one-third of the hungry children.

Combined with other E4C nutrition initiatives such as the Community Garden, Young Chefs, Summer Snack and other activities we work to deal with hunger. With the support of the City and the Province, with support from the Stollery Community Foundation and the Edmonton Community Foundation, with the support of the United Way, Realtors Community Foundation, the Chamber of Commerce and many others we bring over \$1.6 million to fight hunger.

Yet, it is not enough to solve the problem of hunger.

The school based lunch and snack programs are targeted to the hunger present in 'high needs' schools. In essence we work with our partners to prepare and bring food to the children. This is a "give a fish to the hungry" effort rather than to "teach the hungry person to fish".

We cannot ignore the hungry children. At the same time, we need to find a way to make our efforts to end child hunger greater in their reach and scope. There are several thoughts that occur to me when I think about creating a fundamental way of putting an end to child hunger. These thoughts include:

- *'how can we reach, engage and equip parents to deal with hunger in the family home?'*
- *'how can we work better with the school and the neighbourhood to build a stronger community?'*
- *'how can we engage as many people who are concerned with child hunger as possible?'*

E4C wants to find a way to work better, to involve people in making their own solutions and to ultimately end child hunger in Edmonton. By November, we want to have conversations with schools, congregations, community leagues, service clubs, business and concerned people — working to develop efforts and approaches that make ending child hunger possible. We need your thoughts, we need your input. Together, I am certain that we can find a way. 🌱



Our efforts are not enough to solve the problem of hunger.



# Stretching Your Charitable Gift

## Trends in fundraising in the not-for-profit sector



Recently, on CBC television, the charitable, not-for-profit sector was under the microscope, as CBC examined practices for fundraising

in this sector ([www.cbc.ca/consumer/story/2010/09/21/con-charities-fundraisers.html](http://www.cbc.ca/consumer/story/2010/09/21/con-charities-fundraisers.html)). What was revealed surprised Canadians and left many in the sector feeling outraged and left many donors asking the big question — how much of my charitable gift is really going to the charity?

It was reported by CBC that many Canadian charities are turning to external, professional fundraisers to meet their bottom line. Between 2004 and 2008, Canadian registered charities paid \$762 million to third-party fundraisers, all this money deducted from the donations received on behalf of the charitable organization. This “fee” is often 70% to 80% of the money collected.

External fundraising for Canada’s charitable sector is a growing business. Canadians donate approximately \$8.2 billion per year — a third-place world wide ranking by Britian’s Charities Aid Foundation. And with 85,000 registered charities (75% of which are religious and educational institutions) fighting for their piece of the pie, one might see why an external fundraiser might be brought in. However, in 2008, only 651 charities — or less than 1% — used external fundraising companies.

Why might a charitable organization give up 80% of its revenue to an external professional fundraiser? The immediate answer is because it’s easy. Most not-for-profit organizations are operating with a skeleton staff and limited infrastructure. Additionally, it costs money to raise money — albeit NOT 80% of the potential money raised. Most charitable operations do not have an on-staff professional fundraiser or the excess in their bank account to launch a fundraising project — especially a large one such as a capital campaign.

When the professional, external fundraisers come knocking with a pitch that will land a charitable organization \$100,000 without lifting a finger or spending a dime, the answer is often yes. What is not realized until later is that the charities’ good name and good reputation is being used, however the fundraiser sees fit, in order to get donor dollars. Most givers do not ask how much of this dollar will actually benefit the charity and are shocked to hear that is so little.

The Canada Revenue Agency (CRA) “accepts that registered charities may incur costs in their efforts to raise funds for their charitable work” but insists that these costs be “reasonable”, according to the agency’s website. The website lists three brackets of expenditure-to-revenue ratios to describe the CRA’s level of concern with regards to fundraising activities. Anything below 35% is considered to be an effective cost-ratio. Anything over 70%, whether the cost are incurred internally or paid to an external fundraising professional, “is not considered to be devoting its resources to charitable activities” and raised red flags, according to the CRA website.

**CANADIANS DONATE  
APPROXIMATELY \$8.2  
BILLION PER YEAR —  
FUNDRAISING IS A BIG  
BUSINESS IN CANADA**

### How does E4C raise money and what are the “costs” associated with E4C’s fundraising efforts?

In the Spring Envoy, on the bottom of page 5, we reported that “E4C hopes to raise \$1,600,000 from the 2010 fundraising campaign. Our total costs for the campaign are estimated to be \$90,000 or 5.6%.”

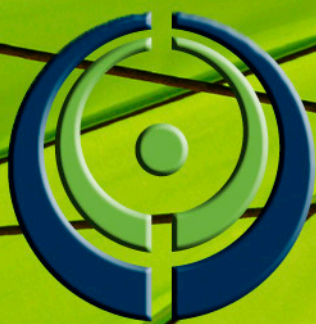
This is a far cry from what E4C might have paid if a professional, external fundraiser was employed.

This means that if you give E4C a donation of, let’s say, \$100, \$94.40 will go directly to the services E4C provides. Had E4C employed an external fundraiser, this amount could be as low as \$10.00, as CBC reported.

E4C utilizes an internal fundraising department, a department charged with finding existing and new money in creative ways to fund the diverse range of programs within E4C. Last year, according to the audited financial statement, E4C raised just over \$2.5 million in donations and grants. This represents about 21% of E4C’s total \$12 million budget.

E4C also has some of the lowest administrative costs in the sector. Throughout the organization, administrative fees — fees paid for things like staff, office rent, supplies, etc. — range from 4% to 12%. This is well below the sector average and recently CEO Michael Farris reported that the organization is hoping to have a 8% across-the-board administrative fee, a fee closer to actual costs.

The bottom line is, as a donor, you should feel absolutely confident handing your hard earned money over to a charity. At E4C, our charitable registration number, a copy of our audited financial statement and the percentage spent on costs is always available. 🌱



**At E4C, our programs are well known but the connection to E4C is often unknown or lost. Under our Umbrella will promote that link and will feature stories and highlights from E4C programs.**

# Under our Umbrella



## Elizabeth House Gets a Green Thumb and Helps the Community

Elizabeth House

This spring the pastor, Wendy Ainsworth, of St. Faith's Church (located beside Elizabeth House) received a donation of plants from a wholesaler.

She could not store or distribute them so Elizabeth House said yes to 3 car loads of plants.

Three car loads ended up being 3 truck loads. Fortunately, the community of Alberta Avenue was starting a community garden so at their first meeting, Elizabeth House and St. Faith's church donated surplus plants to all gardeners. There were so many plants, they were offered to the Community Garden Network who took the rest for a new garden initiative. Elizabeth House also has its own garden that is taken care of by residents. 🌱

*Terry McPhee, Program Manager, Elizabeth House*

throughout Edmonton, Make Tax Time Pay had its best year to date. Throughout the tax season, MTTP completed over 4100 income tax returns and helped low income families and individuals access over \$1.1 million in refunds and over 1300 eligible government benefits and subsidies. We look forward to another great year in 2011.

This program was nominated for a 2010 Laurel Award, an annual award honouring organizations who further their objectives through exceptional creativity and innovation. 🌱

## Crossroads Outreach Takes Back the Night

In a collaborative effort with seven sister agencies and groups, a "photo voice" was developed, highlighting the lives of those living in poverty in the innercity. The Edmonton Journal covered this photo essay earlier this month.

At E4C's Crossroads House, residents were hoping to get a dog. In a compromise, Crossroads adopted a new, stuffed big red dog named Leo who hangs out in the living room. This, along with the new fence and roof have enhanced life at Crossroads House. 🌱



## Raising Money for ArtStart

Board Member Tom Kieren and his wife Dianne got creative and held an Art and Used Book sale in their garage with the proceeds going to E4C's ArtStart Program.

Dianne, a long time ArtStart volunteer, felt this was the perfect way to downsize their personal art and book collection while raising money and spreading the word about this unique and engaging program. Tom and Dianne raised nearly \$100 on a cold and windy Saturday afternoon and plan to hold another sale later this month.

If you have an idea for a fundraising event, contact Kris Morra in E4C's Fund Development Department. 🌱

## Make Tax Time Pay Impacts Thousands in 2010

E4C is pleased to announce the successful completion of the 2010 Make Tax Time Pay (MTTP) program. Through the commitment of over 250 dedicated volunteers at over 22 sites



## Growing Community at Bannerman School

"Growing Community" has been at the forefront of our mind as we work on integrating one of E4C Clareview Head Start's classrooms into Bannerman School. The close proximity of the

families attending this site, as compared to the Lila Lee Centre on Hermitage road, means we have a strong foundation for building community and strengthening relationships already in place.

We are still working out some of the details involved in moving a portion of our program to another site. We are very excited at the prospect of benefits that this partnership will bring to E4C, Bannerman School, the families we work with as well as the community.



We hope to engage the older students at Bannerman School as “reading buddies” to the children in the Head Start Program to promote literacy, social skills and to create connections. This is only one small way we hope to collaborate with the teachers and students at Bannerman School to provide an enriched experience for the families attending the Head Start Program.

The students at Bannerman School are ethnically diverse, with a number of Somali and Kurdish families. We are looking forward to strengthening our connection with these communities and hope that this diversity will spread to our Parent Group and Play Group this year.

We look forward to a year of success, inspiring Courage, Compassion, Connection and Commitment in everyone. 🌱

*Suzanna Pihrag, E4C Clareview Head Start - Bannerman Site*



### Raising Funds for Hungry Kids

Cycling Sid, a member of the REALTORS Community Foundation, has raised close to \$25,000 for E4C's School Lunch Program and a youth program. Sid Vander Meulen cycled nearly

250 kilometres throughout Europe, supported by his wife, sister and friends as well as countless citizens who cheered and roared when the Canadian was waved, all to raise funds for these worthy programs.

This summer, Irene James, Lisa Ferguson, Lisa Goulet and Valerie Cardina, working at Imperial Oil - Strathcona Refinery in the cafeteria, collected their tip money and raised \$2930.00 for the E4C's School Lunch Program.

Jack Heaps is a 5-year-old boy who had a birthday party at his house this summer. He received money for his birthday and, in August, he came to our office and handed E4C a donation of \$200 for E4C's School Lunch Program.

On October 1, WineQuest hosted a Italian Wine Tasting with proceeds going to E4C's School Lunch Program. At this annual event, over 60 wines were poured and the event sold out for the third year in a row.

On Saturday, November 13, the Rotary Club of Edmonton Northeast will hold its annual fundraiser “Champions for Children”. This fundraiser and silent auction help raise money for all Rotary community projects including the E4C School Lunch Program and E4C's Summer Snack Program. Tickets and information can be found at [championsforchildren.ca](http://championsforchildren.ca). 🌱



Jack Heaps, 5, gives his birthday money to E4C's School Lunch Program and Imperial Oil cafeteria workers collect \$2930 for hungry kids.



### Coffee and Conversation Provide Comfort to Fort Road's Homeless

A collaborative effort between E4C and churches in northeast Edmonton,

Mosaic has a track record of working in northeast Edmonton addressing the causes and consequences of poverty. With the establishment of a permanent location in E4C's previous North East Teen Centre, Mosaic reaches out to people who are homeless or living in poverty in the Fort Road area.

Mosaic offers a safe place for people in need and, over coffee and conversation, provides winter warming for homeless people, helps find housing for individuals and much more.

The Mosaic Centre is a collaborative project of a number of community partners and volunteers, including Emmaus Lutheran Church, Trinity Christian Reformed Church, Steele Heights Baptist Church and E4C. 🌱



### Federal Government Announces Funding for Kids in the Hall

At an event at the end of August, MP Peter Goldring brought Kids in the Hall some good news. Mr.

Goldring announced that Human Resources and Skills Development Canada would be funding Kids in the Hall to the tune of just under \$50,000. This support makes it possible for the Kids in the Hall Bistro Outreach Project to provide individualized support to youth, focusing on basic life skills training and intervention. This program breaks the cycle of dependence and poverty through an innovative partnership of business, community and the government. 🌱





## Speakers Series Wraps Up with Sheila Watt-Cloutier



In late September, Sheila Watt-Cloutier closed out the Speaker Series at a luncheon event hosted by E4C, the Social Planning Council and the Edmonton Community Foundation.

A Nobel Peace Prize nominee, Sheila Watt-Cloutier is in the business of changing public opinion into public policy. Experienced in working with global decision makers for over a decade, Watt-Cloutier offers a new model for 21st Century leadership. She treats the issues of our day — the environment, the economy, foreign policy, global health, and sustainability—not as separate concerns, but as a deeply interconnected whole. Every decision, whether environmental, political or economic, has a profound effect on those far from the corridors of power; to understand this connection is vital to building a sustainable world. This is Watt-Cloutier's message. At a time when people are seeking solutions, direction, and a sense of hope, this global leader provides a big picture of where we are and where we are headed.

In 2007, Sheila Watt-Cloutier was nominated for the Nobel Peace Prize for her advocacy work in showing the impact of global climate change on human rights — especially in the Arctic, where it is felt more immediately, and more dramatically, than anywhere else in the world. By making a human connection — by telling the human stories — she helped a generation see the issue in a newly urgent way. Her advocacy work — not just environmental but all-encompassing — is grounded in human rights, in our shared humanity.

Based in Nunavut, Watt-Cloutier is an Officer of the Order of Canada. She is also the recipient of many prestigious awards, including the Aboriginal Achievement Award, the UN Champion of the Earth Award, and the prestigious Norwegian Sophie Prize. From 1995 - 2002, she was elected the Canadian President of the Inuit Circumpolar Council (ICC). At the ICC, she was a hugely influential voice in the successful negotiations of the Stockholm Convention, the landmark treaty banning Persistent Organic Pollutants. (POPs end up in the Arctic and have been an alarming health issue for Inuit). She was later elected in 2002 to become the International Chair of the ICC, representing the 155,000 Inuit from Canada, Greenland, Alaska and Russia; she held this post until 2006. Under her leadership, she and 62 fellow Inuit from Canada and Alaska launched the world's first international legal action on climate change, with a petition to the Inter-American Commission on Human Rights. She is the main signatory to the petition. Displaying calm, clear and reflective leadership on various big issues, Watt-Cloutier is a much requested speaker worldwide. 🌱

*From The Lavin Agency*

Recently, E4C Board and Staff members were invited to Kids in the Hall to hear Sue Nunn, a partner with the Edmonton Community Foundation in planned giving, speak about the benefits of endowed giving. Sue, an expert in planned giving, works with charities all over Canada and the United States to build and grow this aspect of fundraising.

Nunn reminded attendees that planning now, no matter where you are in life's cycle, can often greatly affect how much your donation can be. Choosing the best property and timing for your donation may even allow you to make a larger gift to E4C at the same after-tax cost to you!

There are many ways outside of cash that endowments can be made. Of course, you should discuss all gift and tax matters with your own advisors and family, but many donors choose these ways to make their year-end or endowment gifts:

**Life Insurance:** Simply transfer ownership of paid-up policies you no longer need and receive a donation receipt for its value (often this is the cash surrender value). Or purchase a new policy and name E4C as the owner and beneficiary, entitling you to a charitable donation receipt for each premium payment.

**Retirement Plan Designations:** Name E4C as the eventual beneficiary of an RSP or RIF for all or a portion of any funds remaining at death. The charitable tax credit will offset the tax otherwise payable on the distribution.

**Residual Interest:** Make a gift of real estate, get a donation receipt and continue to live in and use your home for life.

**Charitable Income Plans:** You can receive an immediate tax benefit and start getting income by funding a gift annuity or charitable trust. The donation receipt for this type gift is not as large as it is based on the calculated future value of the charitable gift.

**Gifts in Kind:** Donations of art, antiques or other gifts in kind are also ways of giving. A tax receipt for the appraised value may be given.

Whether your donation is made today or in the future to the E4C Endowment Fund, your contribution to the Visionaries Program could be used to perpetually provide support for E4C day-to-day activities or for a special project, program or need. 🌱

raise over \$50,000 in our first year.

Also, over the next few weeks, you might see our direct-mail campaign material land in your mailbox. If you already have given to E4C's School Lunch Program, please pass this along to your friends or family. We will be inviting you to "have your lunch and give it too". A donation of \$20 will feed one child for one week, hardly a sacrifice. A donation of \$80 will feed one child for one month. A donation of \$500 will feed an entire class for a week.

We can make giving easy. Through CanadaHelps.org, your donation can be made on your credit card — either a one-time donation or a monthly contribution.

One would think or hope that we would not be struggling to feed hungry kids. Yet, even though the outcomes are so obvious and teachers report significant changes in a well-fed child's educational success, E4C needs to find the dollars to sustain this program. We continue to work with schools and communities to build capacity with regards to food security, whether it is education to stretch the pantry dollar or community kitchens and gardens or "Young Chefs", our program that teaches kids about cooking and nutrition.

E4C's nutrition programs are evolving to meet the needs of schools and communities. We know that is not enough to hand out a free meal — we need to work harder to change the circumstances of these families and communities that make it difficult to make ends meet. We need to work together to help families and communities to educate themselves, to support themselves and to empower themselves to make their lives better. 🌱

## E4C's Summer Snack Program — Bridging the Hunger Gap

This summer, E4C's Summer Snack Program provided 500 snacks each day at 41 Green Shack playground programs throughout Edmonton.

These snacks, prepared and delivered by over 87 volunteers who gave over 450 hours of their time, are based on "Eating Well with Canada's Food Guide."

Registered children at each playground received a snack each weekday, either in the morning or afternoon and the response from Green Shack staff and the kids is extremely positive. "The kids love the snack. Some kids come to my shack just for snacks," reports one staff member. Austin, a snack recipient says "thank you for the food and making us full" and Phoebe says "can't wait for the next snack! They're super-duper good!"

Volunteers work with the Summer Snack program from July 7 to August 26, preparing the snacks, counting out snacks and utensils, assisting with clean-up and helping with delivery. Thank you to the Rotary Club of Edmonton Northeast, Waiward Steel Fabricators, Suncor, Alberta Energy, Intact Insurance, the E4C School Lunch attendants and many interested community members for their donation of time. 🌱



Volunteer Thank You Lunch  
in the garden at Alex Taylor



# Hunger makes Learning harder.

## Your donation will feed a hungry child.



E4C's  
School  
Lunch  
Program

[www.e4calberta.org](http://www.e4calberta.org)





# A Season of Change

## E4C Board Elects New President and Newly Elected Board Members Begin Committee Work

At the AGM in May, the E4C Board of Directors said farewell to Sheilagh McBride, Catherine Molyneux, Nikki Allen and Jean Hutchinson while welcoming new Board Members John Cotton, Jessie Singh, Marney Mustard, Claire Redpath and Bonnie Bucher-Tejada.

Orientation for the Board was held in late September and at the September Board Meeting, the Board Committees of Governance, Fund Development and Communications, Finance and Grievance were formed.

There were also changes to the Executive Committee as long-standing Board President, Kristin Morra resigned from the Board. Vice-President, Ross Lizotte was selected to fill the role of President.

After a lengthy selection process, Kristin Morra was recently hired as E4C's Fund Development and Communications Manager. ☺



Ross Lizotte,  
Board President

## E4C Services Include



### Nutrition and Community Services

Make Tax Time Pay, School Lunch Program, Snack Programs

### Early Learning

ArtStart, Clareview Head Start, Early Head Start, Northeast Community Program

### Transitional Services

Crossroads Programs, Elizabeth House, Mosaic Centre, Women's Emergency Accommodation Centre (WEAC), Women Moving Forward

### Affordable Housing & Mental Health Services

Case Management Team, 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 Service Project

Founded in 1970, E4C is a registered charitable human services organization. Our charitable registration is #13155 8140 RR001.



Kids in the Hall Bistro

# Fall Gala

Dinner and Auction  
Friday, October 1, 2010  
City Room at City Hall

*A full report of the Gala will appear in the Winter edition of Envoy.*

*Event Sponsored By*



*Dinner Sponsored in Part by:*





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