



## E4C's New Shared Services Model

*Michael Farris, CEO*

The non profit sector has been subject to criticisms over the years— that the sector is disorganized, the sector is inefficient, that the sector doesn't have sound business practices. I, on the other hand, see the charitable sector as an active participant contributing resources to the community and to other organizations – contributing to their efficiency and effectiveness. Similarly, I have long been an advocate for shared services and shared occupancy, something that E4C has done for years. Thanks to a group of visionary decision makers, E4C has initiated a new service to the charitable sector, Financial

Management Services. Using dedicated staff and robust technology this service provides a full range of financial services to sister charities— accounts payable, payroll, financial statements, receipting, banking, etc. This service is more cost effective and provides a higher level of detail and timeliness of reporting. This can result in individual Boards of Directors having greater ability to provide oversight and due diligence.

Following is an article describing our new Financial Management Program and its services.

## E4C's Financial Management Program

### Offering Service Excellence

*Karen Despres, Manager of E4C's Financial Management Program*

One of the most difficult things that a charity needs to do is to make sure they follow the various reporting requirements. These include reports to Canada Revenue Agency, the GST, Payroll Tax, the T3010 Annual Return, the numerous reports required by various funding partners. Finding staff well versed in all of these requirements is not always easy, and can sometimes just be too expensive.

"After years of standing on my soapbox, someone has finally called my bluff", says Michael Farris, E4C's CEO. Michael has been talking about finding a way to simplify reporting by using collaborative services for many years. Now the Province of Alberta, the City of Edmonton, the United Way of the Alberta Capital Region, Edmonton Community Foundation and E4C have joined forces to create an innovative pilot project to test the theory that cost effective financial management services can be performed by highly skilled staff in a collaborative way that will save in resources of the partner charities. Resources that can be used toward the charities' core mission. Thus, E4C's Financial Management Program was born.

The Financial Management Program's (FMP) goal is to offer excellent accounting and reporting services at a reduced rate to qualified participants with the savings being returned to the charities enhancing

their program delivery. These services may include accounts payable, accounts receivable, bank reconciliation, payroll, budget preparation and analysis, cashflow analysis, statutory remittances, monthly financial statements, and more.

The Program, a three year pilot project, plans to be self sufficient by the end of its third year of operation. Highly skilled staff will understand the needs of funders and provide reports to funding partners, that are of excellent quality and will be delivered on time. Staff will be able to assist a variety of charities to develop budgets, understand their cash needs and to be able to read their financial statements. 🌱

If you would like to learn more please contact:

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**The Financial Management Team, from left: Lana Day, William Bawa and Karen Despres**

# Message from our Chief Executive Officer and Chief Operating Officer

## 40 and Going Strong



Reaching forty years old is a milestone. It prompts reflection—did we become who we wanted to be? It is a time when we can begin to look back and celebrate our accomplishments, while the first pearls of wisdom coalesce from our collective experience. Yet it is also an energetic time—when we wonder what other possibilities life may still hold, where the momentum of our past efforts can carry us to new heights and where our maturity can grant us the strength to face the challenges that are yet to come.

During these 40 years we have gained the trust of people in need, neighbourhoods and the community at large. This includes many people who have supported our efforts to build better communities through their volunteer work in our programs and/or through their financial support. We are indebted to and value the partnerships we have built with all who have joined with us over the years.

E4C is one of the most diverse organizations in Canada. We provide a broad range of services, working with children, youth, adults, families and seniors. We provide education, job training, shelter, affordable housing, nutritional services and much, much more. Our work is focused on building competency and strength in individuals, families and neighbourhoods.

Over these 40 years, our work has been recognized locally, provincially and nationally as being innovative, effective and efficient. We have carried out many programs and activities that have positively impacted our community. When the need is there, we have worked diligently to find new and better ways of making a lasting difference in people's lives and in the character of our community. E4C has also become a contributor to the charitable sector—improving the practices and efforts of our sister agencies and finding better ways of making real and lasting change.

Our success is built, first and most importantly, on our organizational values and beliefs—these are put to work in all of our services everyday. Another important aspect of our success is our ability to bring people, organizations and communities together to create opportunities and make a difference. You can learn more about our programs on the E4C website by viewing our new videos. If the web is not available to you, contact our office and we would be happy to send you more information.

At the same time that we celebrate our 40 years of service, we are mindful that many people in our communities continue to face serious obstacles such as homelessness, poverty and hunger. While E4C has been on the forefront of providing services for homeless women and persons with addictions and mental illnesses, we have grown to appreciate the importance of prevention—to address risk factors early on in a person's life so they do not manifest into more costly deficits later.

Child Hunger is a very dangerous risk factor. At least, this risk is very obvious to us and to the teachers of the 28 schools where many students would go hungry if not for E4C's School Lunch and Snack Program. Every school day, our School Lunch Program feeds over 2300 children while our Snack Program feeds over 6000. The children we feed attend high needs schools as identified by the public and Catholic school boards. Adequate nutrition is essential for academic success and higher levels of education have a major impact on a person's upward social and economic mobility throughout their lifetime.

The fact that widespread child poverty and hunger still exist right here in our own communities today poses a serious challenge, even though it remains unseen and unacknowledged by many. Doing nothing creates a domino effect where hungry children become disenfranchised youth who fail and drop out of secondary school. In turn they become adults with limited education and even more limited job opportunities. The cost of intervention NOW seems so insignificant when presented with the alternative.

You can help us to address this important challenge by expressing to your social networks that child hunger in our community is unacceptable, and by sending a charitable gift to E4C that will provide children the nutrition they need to be successful in school.

E4C has served the people and communities of Edmonton for 40 years. Throughout 2010, and into the future we will continue to grow and apply the lessons we have learned to confront the serious problems facing our community and to look for new and innovative ways to create opportunities for lasting change.

We invite you to join us to celebrate E4C's 40 years of making a better world and a safer, stronger community. 🌍

Michael Farris, Chief Executive Officer  
Kourch Chan, Chief Operating Officer

# 40 Years of Change

## Our 1<sup>st</sup> Decade

### The 1970s A Time of New Beginnings

The lives of many Edmontonians are challenged by homelessness, abject poverty and inability to meet their basic human needs. How can we make a difference? Courage. Compassion. Connection. Commitment. In 1970, the Reverends Harry Meadows of McDougall United Church, Ed Checkland of First Baptist Church, Leon Lindquist of Augustana Lutheran Church, and the Very Reverend Ron Sheppard of All Saints' Anglican Cathedral met twice monthly for long lunches to discuss the common concerns of the inner city poor. The result of these discussions was the birth of E4C (Edmonton City Centre Church Corporation). Over the past forty years E4C has grown along with the city and the needs of those we serve.

Housing women with nowhere to go was one of E4C's initial projects. Known as the Women's Emergency Overnight Shelter, it provided basic shelter and food to women who truly had no other place to go for the night. In 1974, after years of helping women in inadequate facilities, the Edmonton Women's Shelter finally found security and refuge with E4C and the provincial government. The new shelter was called the Women's Emergency Accommodation Centre (WEAC).

Feeding hungry children, another pertinent issue, was confronted by Steve Ramsankar, principal of Alex Taylor School who approached E4C about the issue in 1975. A study was subsequently conducted to uncover how a nutritious snack affected the academic achievements of inner-city children. The study was aimed at children who might not get an adequate breakfast regularly because of their families' poverty, lack of knowledge about nutrition, or other socio-economic factors. Six hundred children participated in the snack program that year and by 1977 the program had grown so much it needed considerable financial assistance. Luckily other foundations and the community at large recognized the value of the program and funding was provided.

In 1972, an outreach and preventative program, called HELP, for substance abusers was launched in partnership by E4C and City of Edmonton Social Services. By 1973 the Nightwalk project started, which sent HELP workers out from evenings into early morning hours to meet street people. Some individuals reported on how they had successfully turned their lives around, and how HELP had made a difference for them.

E4C started a campaign in 1975 to raise awareness about teenage shoplifting and its long-term effects. The Corporation created the Shop Lift Action Centre proposal in 1976 and hired Gladys Reichert as the first field worker. She was tasked with making presentations to high schools and social clubs. In many cases, she found the youth were unaware that shoplifting was a crime or that they could be arrested and acquire a criminal record if they were convicted. 🌱

Part 1 of a series of 4

# E4C's School Lunch Program

## Surprise Birthday Donation

*Cynthia Yakowich, Program Coordinator*

On February 10th twin brothers, Kian and Salmaan Ruda helped serve lunch at J.A. McDougall school. The boys had just celebrated turning seven years old and received some money as gifts. They decided to give some of the money to a children's charity and after discussing some of the possibilities, they chose E4C's School Lunch Program. After seeing what the program was like and helping with lunch, the boys presented the birthday donation to the SLP. 🌱



Kian and Salmaan Ruda presents donation to School Lunch Program

# Clareview Head Start

## Family Winter Celebration

*Kim Millette, Clareview Head Start Program Manager*

For the 4th year in a row, families from the Clareview Head Start program attended the annual Family Winter Celebration on February 5th, 2010. This year was a special treat to all involved. Over 200 children and parents were treated to a fun filled evening of food, games, music and activities.

The Edmonton Chinese Lion's Club generously donated and served this year's dinner to all who attended. After enjoying the delicious meal, children and parents participated in activities such as face painting, cookie decorating and a special musical show, which included Kurdish dancing and Korean drums.

Families also had the opportunity to have a family portrait taken at the event which was a unique and special experience. 🌱



Family Winter Celebration  
February 5, 2010



# With A Little Help From Our Friends

## Early Head Start Receives Generous Donation

**O**n December 18<sup>th</sup>, 2009, Ed Butler, president of the Edmonton Public Teachers Local 37 of the ATA presented the Early Head Start Program with a cheque for \$8,000. The donation will be used to fund the provision of 120 backpacks, which contain activities and supplies to entertain the children during the summer months, nutritious snack ideas, a self care package for moms and items such as sunscreen and bug spray.

The Edmonton Public Teachers have been supporting Early Head Start's special projects for many years and we are very grateful for their support, and the positive impact their generosity has had on the families in our program. ☺



## Frank Flaman helps out School Lunch Program

**F**or over 15 years, Frank Flaman has personally funded and helped countless charities, both locally and internationally. In 2005, he formally established the Frank Flaman Foundation to expand these philanthropic efforts. The Frank Flaman Foundation is funded by Frank's share of the profits from the Flaman Group of Companies, and by private donations. The number of organizations that have received support from the Foundation is numerous, but includes both local and international charities—to Frank, a needy person is a needy person, whether they live just down street or thousands of miles away. ☺



# Hunger makes learning harder.



E4C's  
School  
Lunch  
Program

Your donation will  
feed a hungry child.



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

## GAP Charity Fund

Last Christmas the GAP's employees chose Early Head Start to be the recipient of their annual Christmas Charity Fund and their donations kept coming throughout the year. They had originally indicated that they would be able to provide clothing for all the members of our EHS families but to our surprise, the staff also brought toys for all the children as well as food donations for all the families.

Families were truly overwhelmed by the outfits they received, as well as the amount of unexpected toys and food. ☺

## Synapse 2010

This year will mark the 8<sup>th</sup> year for the Royal Alexandra Hospital's Synapse. Juzer Tyebkhan a neonatologist, began this charity event which is a fun and lively competition similar to Jeopardy. Eight charities were invited to participate in Synapse 2010 and all local charities selected support and benefit pregnant mothers, babies, and/or children.

Each charity participates with a team from the hospital, teams are eliminated throughout, with the winning team being the last team standing. This year E4C's School Lunch Program came in 1<sup>st</sup> and received \$3,000! ☺

## The Great Half-Price Sale

When the topic of tax arises, most people welcome any strategy to minimize the amount they pay and making charitable gifts is one such strategy. As a bonus to paying less taxes, you support charitable endeavours important to you and your community.

In Alberta, the combined provincial and federal tax credit is 50% for donations over \$200. In other words, Albertans now receive a 50 cent tax credit for every dollar over the first \$200 donated to registered charities. This means, if you donate \$10,000 cash to a charity, a tax credit of \$5,000 will be created, so your after tax cost of the gift is only \$5,000!

Other incentives include federal tax provisions that exempt capital gains tax on gifts of publicly traded securities. In addition to the 50% tax credit, you also save the applicable capital gains tax. Now, if you gift \$10,000 to a registered charity, but use publicly traded securities that originally cost \$2,000 instead of cash, the after tax cost of the gift is only \$3,440. ☺

To donate online visit  
[www.CanadaHelps.org](http://www.CanadaHelps.org)



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E4C is registered at CanadaHelps.org to make online donations.

**CanadaHelps.org**  
Giving made simple.

Enclosed is my tax deductible donation for:

\$50  \$100  \$150  \$200  \$500 \$\_\_\_\_\_ Other

Cheque  Visa  MC

Card Number: \_\_\_\_\_ Exp: Date \_\_\_\_\_

Gifts can be made:  One Time  Monthly for \_\_\_\_\_ months  
(Monthly gifts can be given via postdated cheques or credit card)

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Address: \_\_\_\_\_ e-mail: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Charitable Reg. # 13155 8140 RR0001  
Edmonton City Centre Church Corporation operating as E4C

E4C Right to Privacy Policy: E4C protects your personal information and adheres to all legislative requirements with respect to protecting privacy. We do not rent, sell or trade our mailing lists.

E4C HOPES TO RAISE \$1,600,000 FROM OUR 2010 FUNDRAISING CAMPAIGN. OUR TOTAL COSTS FOR THE CAMPAIGN ARE ESTIMATED TO BE \$90,000 OR 5.6%. FOR MORE INFORMATION CONTACT JIM DRAGINDA, FUND DEVELOPMENT ASSOCIATE, AT 780-424-7543.

# Upcoming Events!

## Edmonton's Speaker Series

April 8, 2010 - 7pm at Alberta College

**Joel Cohen**

Writer and Co-Executive Producer of The Simpsons

May 13, 2010 - 7pm at the Art Gallery of Alberta

**Linda Hughes**

University of Alberta Chancellor and former publisher of the Edmonton Journal

September 15, 2010 - Lunch at the Westin Hotel

**Sheila Watt-Cloutier**

Nobel Peace Prize nominee, world leader on climate change and human rights

For tickets call TIX on the Square: 780-420-1757 or visit [www.tixonthesquare.com](http://www.tixonthesquare.com)

## ICAF Annual Fundraiser

**Mac & Cheese Luncheon**

Thursday, March 25, 2010

SHAW Conference Centre

For tickets go to ICAF website at [www.icafe.ca](http://www.icafe.ca)

## Please save the dates for:

### E4C's Annual General Meeting

**Celebration of our 40th Anniversary**

Thursday, May 20, 2010

Edmonton City Hall

### Kids in the Hall Bistro

**Fall Gala**

Friday, October 1, 2010

Edmonton City Hall

## 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

Financial Management Program

Founded in 1970, E4C is a registered charitable human services organization.

Charitable Registration # 13155 8140 RR0001



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**United Way**  
Member Agency



**CanadaHelps.org**  
Giving made simple.

E4C is registered at CanadaHelps.org to make online donations.