

E4C ENVOY

OCTOBER 2013

On the cover:
A child in E4C's
School Lunch Program

E4C ANNOUNCES NEW CEO

The E4C Board of Directors is pleased to welcome Barb Spencer as its new Chief Executive Officer. After a thorough search and careful consideration, the Board determined that Ms. Spencer's career, leadership and experience have uniquely prepared her for the role of CEO.



Charitable Registration Number:
13155-8140-RR0001

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

9321 Jasper Avenue
Edmonton AB
T5H 3T7
(780) 424-7543

www.e4calberta.org
connect@e4calberta.org



Please call or email if you would like to be added to the e-newsletter or removed from our mailing list.

A Message from our New CEO



More Than Just a Meal

Nicolas is a Grade 3 student who thoroughly enjoys E4C's School Lunch Program. It's usually his first substantial meal for the day, since he often doesn't have breakfast before he heads off to school. When asked why he misses breakfast, he describes, "we don't have a lot of dollars around home, we have cents."

In 2011, 39,000 children under age 18 lived in low-income households in Edmonton (Edmonton Vital Signs 2013: Food Security). E4C's School Lunch Program began twenty years ago in November 1993 by a group of concerned parents and the Child Poverty Action Group. It operated out of two elementary schools and involved 300 students. The program now runs in ten schools, both Public and Catholic, feeding 2,200 children from Kindergarten to Grade 6.

Twenty-two School Lunch Attendants (affectionately referred to as the Lunch Ladies by the children) operate the program at each school and distribute the meals. A monthly menu is created and sent home to the parents. "It helps some of the parents understand what is comprised in a nutritional meal", points

Thank you for reading our Envoy newsletter. I invite you to share our story with others you think might be interested in helping us do the work we do.

My journey with E4C started on September 16, 2013. It has been an incredible month and I thought I would provide you with a glimpse of what I have discovered and experienced so far.

It will come as no surprise to you that E4C is truly an agency of committed, compassionate professionals working with people demonstrating remarkable courage each day.

I have heard from people living in our units how important our safe and affordable housing is in their lives and how having a place to call home does create a sense of belonging in the community.

I have observed how very fragile a woman's journey back to safety can be and how privileged we are to walk each step with her.

And I have seen children enjoying a healthy lunch through E4C's School Lunch Program to sustain them through their day of learning.

Through our E4C programs we are invited into the lives of those who access our services. And it is because of these children, youths and adults that E4C will continue to task ourselves to be strategic and timely in evaluating and strengthening our programs to ensure we create significant outcomes for those we are in service for- each child - each youth - each adult.

These days since September have demonstrated to me how fortunate I am to have been invited to be part of this dynamic and resilient organization called E4C. I look forward to our paths crossing in the months to come.

To learn more about Barb Spencer, please visit our website:

[LEARN MORE](#)



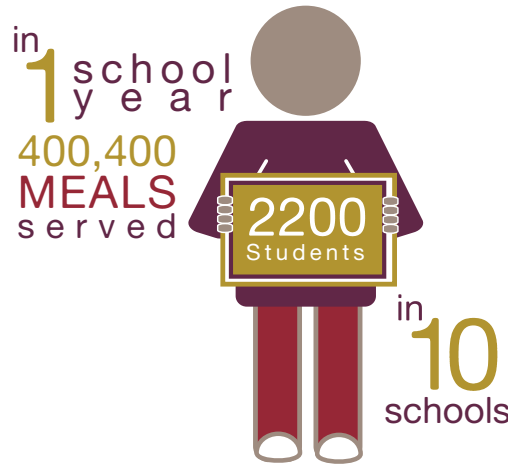
out Marie, a School Lunch Attendant who has worked with E4C's School Lunch Program for the last 15 years.

The immediate effects of the program can be felt in the classroom. Larysa, a teacher at St. Francis of Assisi School, describes, "They return to the classroom with their bellies full and the energy to learn." Student behavior is positively influenced, such as attendance, morale and concentration. Kathy Dekker has been the Principal at of St. Francis of Assisi School for 6 years. She reiterates, "The success of the children at our school is dependent on having the School Lunch Program at this school. Parents will register here because of this program."

According to Kathy, it is more than just a meal that is provided. "For some of our children, this is the only time they sit down and eat like a family. They learn how to have conversations and that eating is a social event." The school also has a Leader-In-Me program, in which older students help out in the lunchroom and assist younger students with eating their meals.

The immediate impact of E4C's School Lunch Program is the satisfaction of a balanced meal, but over the long-term the program improves food security and strengthens coping skills. Kathy states, "It's essential that Edmontonians support this program, because support in elementary is what is going to make successful adults."

HOW YOUR DONATION HELPS KIDS



Only \$4.00 a Meal



PROVIDES
25 MEALS

Make a difference with a meal

The cost of a lunch is approximately \$4 per student. The families are asked to contribute \$30 per month or any amount that they can afford. The remainder is made up of contract government funding, foundations, grants and donations from generous community members. Donations from community members are essential to sustain the program, as they make up approximately a third of the annual budget.

Donations have a real impact, for example:

- \$80 provides one child with meals for the month
- \$750 provides one child with a full year of meals
- \$3,600 provides 5 children with a full year of meals

Or, there are many alternative and creative ways to donate to this program, such as:

- Celebrate your special occasion, such as a birthday, retirement party 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 (see the Donor Spotlight on the following page)



E4C's School Lunch Program

Phone: 780.424.7543 ext. 115

Email: connect@e4calberta.org

Donations can also be made monthly and online



TO THE PEOPLE AND BUSINESSES WHO SUPPORT E4C

THANK YOU

Donor Spotlight: Park Homes



Pictured: Staff from Park Homes

Three years ago Park Homes decided to make a commitment to E4C's School Lunch Program by donating \$100 per home sold. Lauren Schulte, Marketing Coordinator for Park Homes, explains, "We wanted to start giving back and actively participating in the community." Park Homes chose E4C's School Lunch Program so their contribution could make an impact in the beginnings of one's life and educational path. Lauren says, "With young kids, you're helping them from the start. By providing a consistent lunch, you're making sure they have a good chance."

With every home sold, 25 children are fed a meal (each meal costs approximately \$4.00). Over the last three years, the amount donated by Park Homes totals almost \$30,000. This provides lunches for 13 children every

day for 3 years. Lauren describes, "It's substantial, but manageable. And people purchasing a home can know that part of their purchase goes to a good cause."

Beyond their commitment to E4C's School Lunch Program, the staff at Park Homes volunteer their time to annually connect with the students. Their involvement has ranged from a BBQ at a school to an activity day at Rundle Park (pictured above). Lauren says, "We make the effort to interact with the kids and schools our donation is benefitting. We want our staff to see the kids and how happy they are." By seeing the involvement of a donor at their school, the children are reminded that people in their community care about them and want to be a part of their success.

Recent donors from August and September:

- | | |
|--|--|
| Alan McDonald | Eugene Kujda |
| Alberta Blue Cross | First Baptist Church |
| Alta-Fab Structures Ltd. | Fountain Tire |
| Ann Dea | Gwen Hills |
| Anne McLellan | Henry Vanweelden |
| ATCO Pipelines | Highlands United Church Women |
| Azonic Constructors Inc. | IBM Canada Corporate Citizenship/Corporate Affairs |
| B & R Auto Service | Jack N. MacMillan |
| Bailey Mack | John R. Day |
| Barry Zalmanowitz | Karen L. Johnson |
| Bennett Jones LLP | Kathryn & Robert Merrett Fund at Edmonton Community Foundation |
| Bethel Christian Reformed Community Church | Liliana's Boutique & Fine Art |
| Bob Walker | Lorraine Connell |
| Bonnie Paridaen | Lorraine Mrazek |
| Brett W. Wilson | Louise Hayes |
| Bruno Mercier | Lynn Mandel |
| Bryco Foods Ltd | Maclab Enterprises |
| Cameron Development Corporation | Maggie C. Mitchell |
| Cessco Fabrication and Engineering Ltd | Mary E. Woodhead |
| Chantelle McNichol | Mary Schweitzer |
| Chris Curial | Melcor Developments Ltd. |
| CPC Children's Charitable Society | N. McDonald |
| Dave Mowat | Professional Corporation |
| David Edwards | Nancy Cranston |
| David France | Neil Gower |
| David Horbay | Nelma Fetterman |
| David P. Kent | Park Homes Ltd |
| Deanna Williamson | Ralph Young |
| Diaconal Ministries Canada | Randall Zamrykut |
| Dianne and Irving Kipnes Foundation | Roberta Franchuk |
| Don McFarlane | Rotary Club of Edmonton Northeast |
| Don Wheaton Ltd. | Sharon Myroniuk |
| Donald Lee | Stanley A. Milner |
| Douglas Cox | Stella Ballash |
| Douglas Goss | Sylvia Nasser |
| Douglas R. Stollery | The Muttart Foundation |
| Edmonton Christian Northeast School | The Rainbow Society of Alberta |
| Edmonton Presbytery United Church of Canada | Tobias Schneider |
| Eldon & Anne Foote Fund at Edmonton Community Foundation | Tommy Banks |
| Elexis Schloss | Western Canada Bus |
| | William Dyer |



We thank our donors who are not listed here due to space constraints.

YES! I WANT TO DONATE.

CLICK HERE
TO START GIVING
TODAY



LINK TO PAST
ISSUES OF ENVOY