

# e4cenvoy

Winter 2018



***"If you're hungry  
it's harder  
to think straight."***

—  
Grade 6 student  
St. Francis of Assisi  
elementary school

**Every day in Edmonton, thousands of children arrive at school hungry. e4c is committed to changing that, as part of its focus on helping people of all ages who live in poverty to increase their food security.**

In 2018, every day more than 6500 students benefited from breakfasts or lunches and snacks while at school. They learn about making healthy choices and why that matters. Parents and community members are also involved, learning how to plan, shop for and prepare nutritious meals for the students.

Educators say without hesitation that students who've had enough to eat are more attentive, find it easier to concentrate, don't act out as much, and are better learners.

Food is a basic human right, as defined in the United Nations Universal Declaration of Human Rights.



Seeing people not poverty.

# 1975

## Alex Taylor School

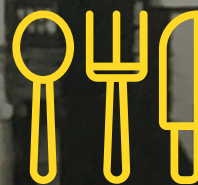
### Where it all began

The first request for e4c to help provide school snacks came more than 40 years ago from Alex Taylor School - and this was many years before Alex Taylor became e4c's administrative home. The school principal Steve Ramsankar knew many of his students came to school hungry, and that they did better with a snack during the day. He approached e4c for help. With financial support from the Winspear Foundation, e4c launched Edmonton's first formal school snack program at Alex Taylor and St. Michael's elementary schools. A coordinator was hired to work with parent volunteers at each school, teaching them about nutrition, and food purchasing and preparation in a big setting.

### The numbers just kept growing

In that first year, 1976, 600 students received school snacks. Within a year nine schools had joined the school snack program, which was supported by donations from the Muttart Foundation, service organizations, businesses and individual Edmontonians. Several churches also provided support, taking part in an "adopt a school" initiative.

By 1987, 16 schools were taking part, serving simple snacks like fruit, vegetables and juice or milk. Two businesses donated coolers and refrigerators to help store the food. In 1990 the number had grown to 19 schools providing daily snacks to some 3500 children. The Edmonton Food Bank supplemented schools that needed more food than the snack program's budget could cover. No school that requested joining the snack program was turned away; if e4c couldn't help right away it would ask the school to wait until the next budget year and ask the Food Bank to help in the meantime.



**Today, in 2018,  
e4c is serving more  
than 1 million meals,  
and 2 million snacks  
in various programs.**

*"For me, the fact that food helps kids do better at school is important, but it is not the biggest reason to do this. The biggest reason is that there are kids who are hungry, and we have the means of feeding them. We ought to do that, we can do that. It's not like we are doing too much for hungry or poor children."*

—  
Martin Garber-Conrad  
CEO, Edmonton Community Foundation,  
former Executive Director of e4c



# 1993

## Hot Lunches

### A grassroots community development project

In 1993, a group of volunteer parents in the inner-city asked e4c to help them to do more: despite the successful snack program children were still hungry. e4c hired a community organizer who worked with the parents to set up a hot lunch program at McCauley and St. Patrick's elementary schools.

The parents were asked to be on a lunch program steering committee, but most said they'd rather be hired to work in the schools as lunch providers. A partnership with the Misericordia Hospital was formed, with all lunches being prepared in the hospital's kitchen and delivered daily to the schools. As the lunch program grew, the Edmonton General Hospital also came on board to prepare and deliver meals.



## Rethinking school lunches

By 2010, 2100 students in nine schools were having hot lunch at school. The combination of increasing costs, and new approaches to community development and school nutrition programs, led e4c to begin making changes.

In partnership with Edmonton's Italian Centre Shop, e4c worked with Delton elementary school to start serving sandwich lunches with fresh meats, cheeses, eggs, fruit and vegetables. Slowly, other schools were transitioned to this model. More parents were hired as nutrition support workers over the years.

## Joining forces with Alberta Education's School Nutrition Program

In 2016, Alberta Education launched a pilot school nutrition program. Edmonton Public Schools asked e4c to partner in this at Norwood and Inglewood schools. The pilot evaluated a Fresh Food approach at the schools, one which would work more collaboratively with families to provide a healthy meal. Learnings from this pilot project have since been used with other school communities, as they've made the same transition.

## It's about the parents too

One of e4c's goals for the school nutrition program is to help parents and caregivers find employment, learn new skills, and become more involved with and connected to their school community.

They learn about nutrition, plan menus, order, prepare and deliver daily healthy meal choices to students. Importantly their role is to be positive and caring role models.

*"I often went to school hungry. My mum struggled with mental illness and often just couldn't get out of bed to get us lunches for school. I know how important lunches and snacks are for kids who are struggling; they change the students' outlook on their whole day. Working with the nutrition program where my kids have gone to school has been a perfect fit because I work during school hours and can be home with my kids after school."*

— Denise

Parent, nutrition support worker,  
John A. McDougall school



# 2016 The Fresh Food Approach

## Empowering students and families

Eight years ago, when e4c started moving schools away from the hot lunch model, parents were notified by letter. Today, using the learnings from the Fresh Food approach, e4c and its partners, Edmonton Public Schools and the Edmonton Catholic School Division, work individually with parents and staff at each school to identify its spectrum of need and reflect that in the school's nutrition program. This may mean primarily vegetarian meals, meals that don't contain pork or gelatin, or like at Inglewood school, it may mean that the best fit is a morning meal rather than a lunch.

### The cost of feeding a student at an e4c nutrition program school in 2018

Snack program:  
**\$0.22 cents**  
per day  
per student

Snack and meal  
program:  
**\$2.50**  
per day  
per student



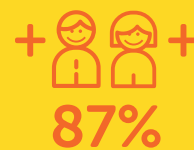
## Approach

The Fresh Food approach also focuses on teaching children about healthy food and nutrition, portion control and helping them recognize whether or not they're hungry. In 2018, Alberta Education provided an additional \$1 million, which means meals for students at an additional 17 new schools in Edmonton.

*"We're walking this journey with families, empowering them to be part of what happens during the school day. In this new approach to school nutrition, a child can bring a sandwich from home and enhance their lunch with a vegetable, fruit and milk from the lunch program. On days when they have no lunch, they can get an entire meal. Kids are being empowered to think about what nutrition they need to be healthy and full; adults at the school are not deciding this for them. This shared approach that includes families is intended to empower children and parents to be the decision makers in their lives."*

**Nancy Petersen**

Managing Director, Strategic District Supports,  
Edmonton Public Schools



\*of teachers and principals perceive positive changes in student attendance, attention and learning in the classroom



\*of Young Chef participants improved their food/nutrition knowledge, habits and practices



\*of students have more energy and better focus in class after lunch or snack

\*e4c school nutrition program key outcomes 2016

## One good thing leads to many others

e4c's focus on school nutrition has broadened over the years, to encompass nutrition and food security outside of breakfast, snacks and lunches, and outside of schools themselves.

*"At Halloween, we do LOOT for FRUIT – the kids bring in their trick-or-treat loot bags and trade their candy for fruit. The students really like it, which is great because they're learning to make healthy choices."*

**Mark Sylvestre**

Principal, St. Francis of Assisi  
elementary school





# Today

## Lunchtime at St. Francis of Assisi Elementary School

There are three food stations, each in a different hallway. Students line up, waiting to choose what they want for lunch from the table of sandwiches, fruit and milk, and then head back to their classrooms to eat.

St. Francis of Assisi feeds some 315 students, in kindergarten to grade 6, breakfast, morning and afternoon snacks, and lunch every day. Students who stay for the after-school program also get a substantial snack at 4 pm before they head home, and if there's extra food they can take it home. Classrooms have bowls of fruit students can choose from during the day if they're hungry.

### Summer Snacks

Once the snack and lunch programs were well underway, e4c realized still more was needed. Working with the City of Edmonton, the Summer Snack program started in 1997. Twenty years later, in 2017, it transitioned to provide snacks and a lunch to community-based summer camps.

### Young Chefs

e4c began a Young Chefs program in 1996, working with grade 4 and 5 students to learn to plan menus, learn budgeting and cook meals. Often, children in the program were responsible at home for making supper, because both parents were working. Young Chefs has morphed over the years, from an in-school program, to a summer program, and now back to a school-year program which is tailored to meet individual school's needs - so perhaps it's an optional class, or perhaps its targeted to work with newcomer families.

**By 2019, e4c's school nutrition program will be in 40 city schools, with a potential reach of more than 10,000 students.**

*"Most of our students struggle when it comes to food at home. If they didn't come to school many would have days when they would go without food. School is their safe haven. When we see behavioral challenges, one of the first questions we ask is whether the child is hungry. Or if they're angry, is it anger because they're hungry?"*

—  
**Mark Sylvestre**  
*Principal, St. Francis of Assisi  
elementary school*

*"Jim (Micklos) was the Community Relations Coordinator with the Caritas Health Group when we started providing the hot lunches. There wasn't funding for delivery, so every day he loaded his green pickup truck with the meals and delivered them to the schools. His passion for feeding kids inspired us. Our philosophy was always no matter what, the students' meals would be delivered every day. Our goal was to expose them to foods they didn't always get at home."*

—  
**Kelly Graves**  
*Food Services Manager,  
Misericordia Hospital*



## Partners, Volunteers, Funders and Donors: Edmonton's very generous spirit

Throughout its 42-year history, e4c's school nutrition program has been successful because of Edmontonians' willingness to step up and make it happen. Agency, business, and educational partners work with e4c to respond to new needs and take new approaches. The earlier support of funders, including but not limited to the Winspear Foundation, the Muttart Foundation and

*"Knowing that kids are going hungry hits a nerve in me. I grew up in east Edmonton. Fortunately, we always had food on our table, but I recall that many of my classmates were not as fortunate. So, at Maxx, we decided to do something about it and we believe it is unique. Every year, Maxx covers the entire cost of our charity golf tournament, where we invite our customers, suppliers and Maxx employees. All we ask of participants is that they donate directly to e4c's school nutrition program in return. Last year we raised more than \$20,000 in a day. My goal is to continue raising the bar. My short-term goal is to raise \$100,000 per year. Why? It's for the kids."*

—  
**Bob Chorney**  
*President, Maxx North America Services*

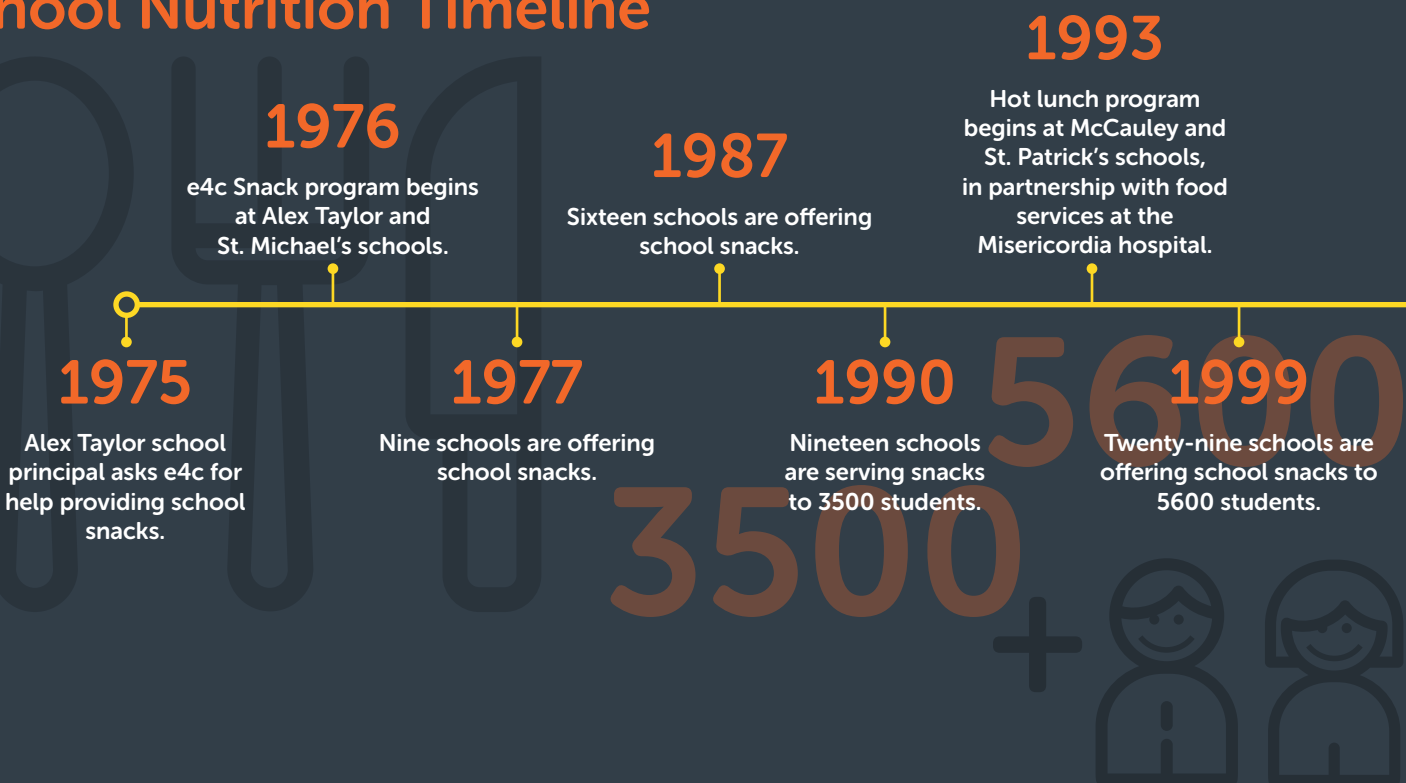
the Edmonton Community Foundation, was critical to this work. And the generosity of individuals, community groups, churches, service clubs, professional associations and many others who volunteer time, and raise and donate money, is essential. Together, we are making a difference in the lives of thousands of Edmonton children.

*"Fundamental to the philosophy of the Italian Centre and to my family is the belief that the more you give, the more you get back. I live in the inner-city; my son goes to an inner-city school. I've seen the need, I know there are kids who go to school hungry. How can they possibly focus on school work? We wanted to do our best to help e4c address this. And it's awesome to see kids sharing a healthy lunch together every school day."*

—  
**Teresa Spinelli**  
*Italian Centre Shops*

**Together we are making a  
difference in the lives of thousands  
of Edmonton children.**

## School Nutrition Timeline







# All in for Youth

e4c is a partner in the United Way of Alberta Capital Region's All in for Youth initiative. In 2016, e4c began offering school snacks and meals as just one of the wraparound services provided to students and families at five pilot schools in this initiative.

All in for Youth provides a range of coordinated supports to children and their families, with the goal of seeing students successfully complete high school. This is a critical milestone to breaking the cycle of poverty.

<https://www.myunitedway.ca/allinfor youth/>

## In their own words students at St. Francis of Assisi

*"The food's good and healthy and not junk.*

*I never had strawberries before until last Friday. They were good.*

*The kindergarten kids are always really hungry!*

*It's important for people's health. We all need food to survive and to exercise.*

*It's easier to go to school when there's breakfast."*

**2003**  
Eleven schools  
offer hot lunches  
to 2200 students.

**2011**  
Delton school offers  
a sandwich lunch; other  
schools begin transitioning  
away from hot lunches.  
The Italian Centre supplies  
fresh food for lunches.

**2017**  
All schools offer the  
Fresh Food model for  
snacks and lunches.

By early  
**2019**  
e4c's school nutrition  
program will be in 40 city  
schools, with a potential reach  
of more than 10,000 students  
each school day.

**2004**  
31 schools are offering  
school snack  
to 6200 students

**2016**  
Fresh Food pilot project  
with Edmonton  
Public Schools  
  
e4c partners with All in for  
Youth to provide nutrition  
programs at five pilot  
schools

**2018**  
Twelve schools provide  
school meals for  
2200 students.  
  
Twenty-six schools provide  
school snacks to more than  
6500 students.



# Climbing for Kids

**"I hope when I'm 98 I'll be standing on a mountain somewhere"**

Ljiljana Kujundzic (Tesevic) decided, at age 67, to climb mountains to augment her normal fundraising for e4c school nutrition program. And not just any mountains. Her first major conquest was Kilimanjaro and last year she took on Everest base camp.

**"It was an eye-opener to go to a school lunch and see how many children are hungry, how many come up for seconds and thirds. The kids touched my heart. All around the world, everyone I connect with, and in almost everything I do, I tell people about e4c school nutrition program and I'm so grateful to those who donate. It's the kids who've inspired everything I've done. They give me courage to go on my journeys."**

To date, Ljiljana has summited more than 50 peaks, raising about \$100,000 for the school nutrition program. This February she will tackle Mount Woodson, with a particular goal of standing on top of what's fondly known as Potato Chip Rock, "...just for the kids; keep donating and I will keep climbing!"

**Ljiljana Kujundzic (Tesevic)**  
long-time e4c supporter



**"I've been working with the school nutrition program for 23 years. I love the kids and love to see them full, not hungry. We make three different types of sandwiches every day, so they can choose what they like. I often see children trying a food for the first time – their first peach or pear. On Monday's they're always very hungry. And on morning's when they don't come to school on time, they often make it in time for lunch."**

## e4c Nutrition Support Worker

For close to 50 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 circumstances or challenges. We see people and welcome them without judgment or bias. **e4c vision: to limit, alleviate and ultimately eliminate poverty.**

**e4calberta.org**



**780.424.7543**

9321 Jasper Avenue, Edmonton, AB T5H 3T7



Seeing people not poverty.

# Yes

**I/we want to support the work of e4c and make an impact on ending poverty in the community!**

☐ My/our gift supports the area of greatest need. ☐ Please direct my gift to \_\_\_\_\_

**\$50** ☐ **\$100** ☐ **\$250** ☐ **\$500** ☐ **Other** ☐ \$ \_\_\_\_\_

To find out more about e4c's focus areas check out the website at **e4calberta.org**

Cheque ☐ (payable to e4c) Credit Card: Visa ☐ Mastercard ☐

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_ CSV: \_\_\_\_\_

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

**Please return this completed form with your gift to: e4c, 9321 Jasper Avenue, Edmonton AB T5H 3T7**

Name: \_\_\_\_\_  
First Initial Last

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ P/C: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Gifts can also be made securely online through Canada Helps, by calling e4c Fund Development at 780.424.7543, or in person at e4c, 9321 Jasper Avenue.

**Thank you for your support!**

Charity Registration # 131558140RR0001