

# About Alberta's Promise

Alberta's Promise works collaboratively to facilitate and steward relationships to support the children and youth of Alberta. Since 2003, we have partnered with more than 1,200 not-for-profit agencies, communities and corporations that believe in supporting the children and youth of Alberta. So far, our Alberta's Promise Partners have invested more than \$325 million toward promoting the growth of our children and youth into healthy and productive adults.

Alberta's Promise Partners show their support in different forms, some through financial or in-kind contributions, and others through volunteerism. Regardless of the type of support they provide, they all share the common goal and understanding that their support is invaluable to Alberta's children and youth.

Alberta's Promise supports our Partners in their quest to help children and youth, and our province in its priority of promoting strong and vibrant communities and improving the long-term sustainability of Alberta's economy.

## Messages

**Premier Ed Stelmach**, Chair

**Marie Stelmach**, Honourary Chair

As Alberta moves into a period of economic recovery, I am proud to say that Albertans have not lost sight of our most valuable resource – our children and youth.

Since 2003, Alberta's Promise Partners have contributed valuable resources towards our future generation of workers, leaders and families. With a stronger economy and our eyes on the future, it is essential we recommit our efforts to our children and youth. Alberta's Promise has continued to build relationships that enhance and expand resources to support programs for children and youth across the province. Thank you to all Alberta's Promise Partners for your hard work and many successes.

In supporting our children and youth, we are promoting strong and vibrant communities. Marie and I look forward to another year of continued success in building a stronger future for Alberta kids.

**Yvonne Fritz**, Minister of Children and Youth Services

My warmest thank you to Alberta's Promise and our 1,200 Promise Partners for your outstanding commitment to enhancing the quality of life for children and youth in our province. Through Alberta's Promise, new connections are continually made and additional resources are found to provide programs and services for children and youth across the province.

Thanks to the incredible growth of the partnership base and your efforts, over \$325 million have been invested in unique solutions to meet the needs of children, youth and their families. Alberta's Promise understands the positive effects that mentoring can have and are committed to ensuring that every Alberta child or youth who needs a caring mentor will have access to one.

From raising funds for hot lunch programs to raising the profile of mentoring our youth, Alberta's Promise Partners help to make this province a great place for our children to grow, learn and reach their full potential.

Again, thank you to all our partners, as we continue to work together to help our children and youth achieve a brighter and happier tomorrow.

**Sue Riddell Rose**, Southern Vice-Chair

It is an honour to serve on the Alberta's Promise Premier's Council with many other leaders across Alberta who share a common goal of ensuring every child has the opportunity to reach their full potential. Alberta's Promise takes fact-based information to identify the needs of Alberta's children and youth and connects funding partners to initiatives that will maximize well being.

Over the last year, driven by changes in the economic climate and energy markets and a continuing desire to enhanced environmental sustainability, we have seen the strength of Albertans in meeting many new challenges. Through it all, Promise Agencies, Builders and Communities have continued to partner for success in many important initiatives that have impacted children in every corner of our province. This reaffirmation of the enduring commitment of Alberta's Promise Partners to Alberta's youth underscores the critical nature of this work to building a stronger Alberta.

Alberta's Promise is driven by the belief that children and youth of Alberta are our future leaders and their growth is critical to the foundation of Alberta's future. As we head into a new year, I assure you that Alberta's Promise and my colleagues on the Premier's Council are committed to helping our Partners provide the support our children and youth need in that development.

**Ken Dropke**, Acting Executive Director

Over the last year I have had the opportunity to lead Alberta's Promise as the Acting Executive Director. I have had the pleasure of meeting with Alberta's Promise Premier's Council Members and Partners, as well as leading our participation in the Alberta Mentoring Partnership initiative. This involvement has shown me the extent to which staff, partners, and Albertans are dedicated to helping the young people of Alberta.

Alberta's Promise has many different stakeholders with a variety of needs, and we continue to work with our Alberta's Promise Partners to direct further resources toward children and youth. I am proud to say that, to date, we have reached a milestone of more than 1,200 Partners.

The coming year will be an exciting one and we look forward to continuing our work towards improving the lives of Alberta's children and youth.

**Vision:** Alberta's Promise will be the catalyst for innovative partnerships that promote the growth of our children and youth.

**Mission:** To maximize the value of children and youth programs by leveraging the synergies between our partners.



## Partnerships of Possibility

Alberta's Promise is a catalyst for creating meaningful and innovative partnerships. Not only do we work with our more than 1,200 Alberta's Promise Partners to support Alberta's children and youth, we also proudly participate in youth-related provincial initiatives. Working together is what makes Alberta's Promise a success.

Alberta's Promise has three categories of partners: Promise Agencies, Promise Builders, and Promise Communities. Each of these groups plays an essential role in improving the lives of Alberta's children and youth.

**Promise Agencies:** Providers of services and resources directly to children and youth. An eligible agency must devote a significant amount of their activities to benefiting children and youth. Only non-government organizations are eligible.

**Promise Builders:** Companies, foundations, and service clubs that support agencies committed to children and youth by providing financial contributions, gifts-in-kind, volunteers, or partnering with like-minded agencies to undertake specific projects.

**Promise Communities:** Towns and cities in Alberta that agree to encourage businesses, organizations and individuals in their community to pull together for the benefit of local children and youth.

Here are just a few examples of the great work our Promise Agency, Builder and Community Partners have been involved with to support Alberta's kids.

For further examples of the work our Promise Partners are doing to help kids in our province excel, visit [www.albertaspromise.org](http://www.albertaspromise.org).

### Lilydale

Lilydale Inc. has agreed to partner with Alberta's Promise and Breakfast for Learning to support nutrition programs in the areas where Lilydale has operations. Beginning in the 2010/2011 school year, Lilydale will provide some of their nutritious poultry products through a gift-in-kind donation to the Breakfast for Learning school program.

### Breakfast Clubs of Canada

A collaborative project between Alberta's Promise, Métis Settlements Child and Family Services Authority, Breakfast Clubs of Canada, schools and community members saw a pilot project launched in Alberta. In the 2009-10 school year, a breakfast program was introduced on the Peavine Settlement. The program is operated out of the Bishop Routhier School and is accessible to all children. Breakfast Clubs of Canada provides kitchen equipment and food donations from our partners, offers training to coordinators and volunteers, and provide funds to support school-based breakfast programs and to raise awareness about the importance of a healthy breakfast for children.

### The Brick

Through a partnership between The Brick, Alberta's Promise and E4C, proceeds from the in-store sale of \$2.00 paper bricks in four Edmonton locations supported E4C's School Lunch Program that serves 12 high-needs schools in the Edmonton area. Many of the students in these schools live in poverty and benefit from eating a healthy meal to get the most out of their school day.

### Alberta Mentoring Partnership

The AMP is a provincial initiative that consists of 29 partners, including government Ministries, government-funded organizations, community agencies and a youth representative. The goal is to raise the profile of mentoring in Alberta so that every child and youth-at-risk who needs a mentor has access to one. As a partner of AMP, Alberta's Promise is dedicated to promoting mentorship to all of our Partners and stakeholders. We are also continuously looking for new opportunities to raise the profile of mentoring within our everyday business. For more information about AMP, please visit their website at [www.albertamentors.ca](http://www.albertamentors.ca).



# Who We Are

## Chair

Honourable Ed Stelmach, Premier

## Board Members

Ken Dropko - Ex-Officio  
Darwin Eckstrom  
Karen Ferguson - Alberta Children and Youth Services  
Jerry Joynt  
Pat Nelson  
Sue Riddell Rose - Southern Vice-Chair  
M. Carol Ryder  
Keith Seel, PhD, CVA  
Dustin Walker

## Honourary Chair

Marie Stelmach

## Executive Director

Ken Dropko (Acting)

## Staff

Shannon Cote\* - Projects Officer  
Melanie Graham\* - Administrative Coordinator  
Barb Morrison - Executive Assistant to Executive Director  
Amber Northcut - Manager Partnership Development  
Jana Seshadri - Projects Officer  
Suzanne Lavigne - Administrative Coordinator

\*on maternity leave

## Premier's Council Members

Lyle R. Best - Quikcard Solutions Inc.  
Rick Brace - CTV  
Wilf Brooks  
Gary G. Campbell, Q.C. - Miller Thomson LLP  
Hugh Campbell - Edmonton Eskimos Football Club  
Denise Carpenter - Canadian Nuclear Association  
Dennis Chinner - RBC Dominion Securities Inc.  
Strater Crowfoot - Indian Oil and Gas Canada  
Patrick D. Daniel - Enbridge Inc.  
Jack Donahue - Donahue Wells  
Darwin Eckstrom - Northern Alberta Institute of Technology  
Murray Edwards - Edco Financial Holdings Ltd.  
Brian Felesky, Q.C. - Felesky Flynn LLP  
Joan Forge - Forge Ahead Communications  
Honourable Yvonne Fritz - Alberta Children and Youth Services  
Fred Green - Canadian Pacific Railway  
Leann Hackman-Carty - Blue Heart Consulting Ltd.  
Joan Hertz Benkendorf  
Linda Hughes - University of Alberta  
Jerry Joynt  
Daryl Katz - The Katz Group of Companies  
Bernie Kollman - IBM Canada Ltd.  
John Lau - Husky Energy Inc.  
Mary Lou Leins  
Steve MacDonald - Alberta Children and Youth Services  
Ashif Mawji - Upside Software Inc.  
Pat McDougall

Sean McMaster - TransCanada Corporation  
Jim McPherson - McPherson L'Hirondelle Associates  
Tim Melton - Melcor Developments Ltd.  
Chuck Mulvenna - Canada Safeway Ltd.  
Dr. Fraser Mustard - Canadian Institute of Advanced Research  
Patricia Nelson - Calgary Health Trust  
Margaret Newall - Prairieaction Foundation  
Eric Newell  
Cal Nichols - Edmonton Investors Group Ltd.  
Dr. Bruce Perry  
Ian Reid - Finning (Canada)  
Charlotte Robb - MCODE Advisory Services  
Susan Riddell Rose - Paramount Energy Operating Corp  
M. Carol Ryder - White Iron Inc.  
Rosanna Saccomanni - Biamonte Cairo and Shortreed  
Dr. Keith Seel, PhD, CVA - Mount Royal College  
Gary Severtson  
Roger Soucy - Petroleum Services Association of Canada  
Nancy Southern - ATCO Group  
Lori Topp  
Ron Triffo - Stantec Inc.  
Peggy Valentine  
Peter Valentine - Livingston International  
Alice Wainwright-Stewart - Lakeland College  
Dustin Walker - Grand Centre Middle School  
Dr. Robert Westbury - TELUS Community Board Edmonton

# Alberta's Promise

# Annual Report 2010



The little red wagon is a symbol of childhood, a helpful means for pulling the occasionally heavy load of life, and a place to keep dreams, with a handle so an adult can help out from time to time.

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ALBERTA'S PROMISE  
CREATING PARTNERSHIPS OF POSSIBILITY