A black and white photograph of a child sitting on a tricycle. The child's feet are on the pedals, and their hands are on the handlebars. The tricycle has large, white-walled tires. The background is a plain, light-colored surface.

Keeping Promises

messages from alberta's promise partners

OUR Vision

*"Together we will make Alberta the best place
in the world to raise our children."*

Colleen Klein, Honourary Chair

OUR Mission

*We will inspire and encourage businesses, agencies, communities and
individuals to adopt the Alberta's Promise commitment to children. We will celebrate
successes and recognize accomplishments to motivate all Albertans to participate in
making Alberta a better place for children to live, learn, and grow.*



TABLE OF Contents

Alberta's Promise	2
Alberta's Five Promises	4
The Little Red Wagon	7
Alberta's Promise Partnerships	8
Executive Directors' Messages	10
Alberta's Promise Messages	14
Premier's Council Members	17
Alberta's Promise Partners	18-143
Promise Agencies	19
Promise Builders	70
Promise Communities	130
Partners' Index	144



ALBERTA'S Promise

Alberta's Promise is a movement by caring community partners to create opportunities for our children to be successful, healthy and happy. Alberta's Promise was founded on the belief that it takes an entire community working together to do the best job of raising our children. The formation of Alberta's Promise was announced in April 2003 and was introduced into the legislature as Bill One – the Premier's Council on Alberta's Promise Act. Alberta's Promise is a made-in-Alberta version of a promise initiative first launched in the United States as America's Promise. Alberta, with the Premier's Council on Alberta's Promise Act, is the first jurisdiction in Canada to enshrine the Promise initiative in legislation.

Alberta's Promise builds upon the community's desire to support child and youth programs by encouraging companies, foundations and service clubs to form partnerships. Alberta's Promise serves as a link between agencies and the giving community. Alberta's Promise is not involved in fund development nor does the organization deliver programs directly to children and youth or make direct matches between Alberta's Promise partners.

OUR SHARED Promise

The Alberta's Promise Premier's Council is made up of a 70-member volunteer board of community leaders. Premier Ralph Klein is the Chair and Colleen Klein is the Honourary Chair of the Alberta's Promise Council.

The Council works towards mobilizing the corporate sector and the community to form partnerships with charitable organizations that provide programs and services to children and youth.



A young child in overalls is seen from behind, pulling a wooden wagon on a path. The wagon has the words "Alberta's Promise" written on its side. In the background, a large vehicle, possibly a truck or bus, is parked. The scene is set outdoors with trees and foliage, suggesting a rural or park-like environment. The lighting is warm, creating a soft, golden glow.

ALBERTA'S FIVE Promises

It is our responsibility to make sure our children's needs are met. By pulling together, we can ensure a healthy and safe environment and encourage Alberta's children and youth to become involved and active members of our society.

The result will be a brighter future for all of Alberta's children for generations to come. It all starts now.

Promise One – Providing a Healthy Start

"I am committed to giving Alberta's children a healthy start and a promising future."

Proper nutrition and exercise are the basic building blocks in any child's life – from conception right through their school years. Leading a happy life begins with a healthy mind and body. A child's first six years are the most influential in their lives.

Promise Two – Safety, Growth and Development

"I undertake the responsibility of working with my neighbours to provide safe and healthy communities for our children's growth, education and development."

Every child's path crosses many others—families, neighbours, friends, coaches and others in their communities who also want the best for them.

We all have a responsibility for helping our children grow and enriching their experiences and opportunities along the way.



Promise Three – Interaction,
Mentoring and Inspiration

"The power of one person is a remarkable gift. By investing in a child's life, I will lead by example and encourage others to do the same through my own actions."

Relationships with others are the foundation of trust and growth. Positive relationships are based upon the willingness of adults to contribute time and effort to listen, show and teach.

Promise Four – Participation and Volunteering

"I will set an example that the rewards of volunteering are immeasurable. Through my actions, our children will discover the joy and fulfillment of participation in community and group projects."

Community service has deep roots in Alberta. It's volunteering to build a playground, to coach a team, or to give music lessons. It's sharing our strengths to help a child develop their own unique skills. It's opening a closed door, giving a hug and most importantly just being there.

Promise Five – Leadership and Innovation

"I will strive to seek out the best tools, best models and best examples of other individuals and communities so that, through their positive innovations, Alberta's children may learn, benefit and succeed."

We must be involved in lifelong learning and continually pass on our knowledge and experience to those who can learn from us. The measure of our success may be how well we encourage our children to reach for the stars and seize the unlimited opportunities before them.



THE LITTLE RED Wagon

When many of us look back on our own childhood, many can remember the special day we were given a *little red wagon*. Or, if we weren't lucky enough to have one of our own, we envied those that did.

We pulled it everywhere. We often tried to put everything we owned into it—sometimes too much. We were particularly happy when a parent or adult extended their hand to help us pull the load—it was even better if we were the load.

That is what Alberta's Promise is about. It is about adults extending a hand to encourage, support and help our children and youth. The *Little Red Wagon* symbolizes the commitments of Albertans who support making Alberta the best place in the world to raise our children and youth. The red wagon of Promise has made incredible tracks across Alberta this year.

Make a promise, make it happen.





ALBERTA'S PROMISE Partnerships

Alberta's Promise Partnerships are created by Promise Agencies, Promise Builders and Promise Communities who share our vision of "...making Alberta the best place in the world to raise our children."

Becoming a Promise Builder, a Promise Agency or a Promise Community within Alberta's Promise involves making a commitment to children and youth.

Promise Agency

Agencies provide services and resources to children and youth. Promise Agencies devote more than 50 per cent of their activities to benefiting children and youth. Only non-government, charitable organizations are eligible for partnership with Alberta's Promise.

Alberta's Promise distinguishes Promise Agencies into two categories.

- Service Agencies include agencies that deliver programs and projects directly to children and youth in Alberta communities.
- Community Funders are United Way types of organizations and Foundations. These organizations direct funds to the service providers and are indirectly involved in providing programs and projects for children and youth.

Promise Builder

A Promise Builder is a business, corporation, service club, media, industry, professional association or foundation that makes a commitment to donate additional resources to Alberta's children and youth expanding on previous charitable donations. A Promise Builder can contribute through cash, gifts-in-kind, employee volunteerism or undertaking programs and projects that benefit Alberta's children and youth.

Promise Community

- A Promise Community is a city, town, county, settlement or other municipality that encourages partnerships between their local businesses, foundations, service clubs and agencies for the benefit of children and youth.

- Promise Advocates and Associations are Community Collaborators and/or Child and Youth Advocates and will be considered under the Promise Community category if they include groups working to improve the quality, quantity and efficiency of services available to children and youth.

*The world will be a better place because
you were important in the life of a child.*





FORMER EXECUTIVE DIRECTOR'S Message

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises

Premier Klein launched the Alberta's Promise movement on May 20, 2003 to encourage all Albertans to work together to create more opportunities for children and youth to be successful, healthy and happy. He founded the program with the belief that it takes an entire community working together if we are going to do the best job of raising our children. And the movement is working. Over the last two years the *Little Red Wagon* has come to be recognized by Albertans everywhere as *a promise to care for children and youth*.

We are delighted to report that the Alberta's Promise movement has grown beyond expectations again this year. The benefits and opportunities for children and youth are revealed within the partner stories that are told in this second Annual Partners' Report.

During the first year of the movement, 118 partnerships were formed. This year 128 new partners came on board, bringing the total partners to 246. Alberta's Promise also grew

geographically and there are now *Little Red Wagon* partners in each of the ten children's services regions of the province.

Our business plan called for an increase of three new media partners this year. By the end of the year we were delighted to have welcomed nine new partners to the movement, exceeding the target by six. *The Edmonton Journal* and *Calgary Herald* both published major special feature inserts. *Business in Calgary* did an excellent job of pulling the wagon by featuring Premier Klein, Colleen Klein and the *Little Red Wagon* on the cover of their March magazine. And Shaw TV Calgary created the holiday season 'Wagon of Wishes' campaign with the Davar Child Care Society. The committed work of these partners to get the *Little Red Wagon* in front of so many Albertans certainly made a positive difference in spreading the Alberta's Promise message.

CORUS Radio joined the movement and immediately started airing Promise partner commitments on their airwaves. Partnership

stories air on four stations in Edmonton (880 Cool, 92.5 Joe FM, CISN Country and 630 CHED) and three Calgary stations (Q107, CHQR 770, Country 105) that remind listeners "Alberta's Promise partners make a difference." CFCN Television (CTV Calgary) took the Alberta's Promise message to their viewers by declaring support for children and youth and by inviting others to join the movement. The CFCN 30-second public service announcement has aired hundreds of times over the last year and helped build brand awareness of the *Little Red Wagon* throughout Calgary.

But recognizing partnerships in print, radio and television was only part of our mission to publicly celebrate and recognize our partners' commitments to children and youth. Hosting and assisting at over 20 partner events like the Calgary Children's Initiative Collaborative Breakfast, Agrium's Employee Recognition event and the Junior League's Junior Chef's program gave us the opportunity to bring additional public awareness to these great events

that support children and youth. Ongoing requests for Alberta's Promise involvement at partner events pushed us well past our goal of assisting at 13 partner events and we were excited to participate.

Because we wanted to share the valuable stories and news coming out of these partner events, we increased our E-news from a quarterly to a monthly publication. We created a calendar for partner events on our website and also built an electronic calendar that we send out monthly to help publicize upcoming partner events.

Our website has been an effective tool for online applications for prospective partners. When approved, we offer all our partners their own web page on our site and this also has been an effective tool for partner recognition and service and especially helpful for agencies working to get their messages to more Albertans.

More and more of our partners recognize the value of using the Alberta's Promise logo on their website and now they often link to our site to encourage their visitors to discover Alberta's Promise.

Our long-time partner, Canada Safeway has taken the lead on using the *Little Red Wagon*

logo and placed decals on the entry doors in each of the 80 Safeway stores in Alberta. Making children and youth a priority is exactly what Safeway has promised and then confirmed it publicly for all to see by proudly displaying the *Little Red Wagon* of Alberta's Promise. This initiative by Canada Safeway will result in one million brand exposures in less than one year.

Other Promise partners also confirm their commitments to children and use our logo on their letterhead, newsletters and brochures. Partner wagons are on display everywhere in this province from reception areas to front desks to specially created display cases. Wow - so many Albertans pulling together to build an even better province for our kids!

As Alberta's Promise moves into year three, more good news will surely follow. Our Minister, the Honourable Heather Forsyth has challenged us to significantly increase the awareness of Alberta's Promise during this centennial year. A new Alberta's Promise video will be created and an Alberta's Promise Centennial Celebration is scheduled for later this year.

On behalf of Alberta's Promise administrative team I extend a sincere thank you to all

Albertans already working together for our children and youth. You made a promise and you made it happen.

I would like to express my sincere gratitude to the Alberta's Promise team Diana Davidson, Anna Flasch, Rose Heinz, Jennifer Link, Debra Metcalfe and Kevin Weidlich for their dedication and hard work. With a small office every team member is involved in every major undertaking. It has been a pleasure and joy to work with this talented and dedicated team.



Ron Bell
Former Executive Director, Alberta's Promise



EXECUTIVE DIRECTOR'S Message

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises

Making a promise and then making it happen is exactly what our partners have accomplished and the impact and end results have made life better for our children and youth.

I am honoured to join the team at Alberta's Promise and assume the challenging position as the new Executive Director for the program. In just two short years, Alberta's Promise has evolved into a movement of *caring for kids* that now reaches into all areas of our province.

This year's business plan has expanded to include more partners, more recognition events and more media coverage for all partners. This can only mean even more great promises will be made to care for our youngest citizens.

As Premier Klein expressed, 'The next Alberta is for our children and youth and about our children and youth.' I can only add that kids are everybody's business and every Albertan has something to offer the next generation.

I am truly inspired by the vision and the compassion of Alberta's Promise partners as shown in the stories of this Partners' Report. I look

forward to being a part of a team of individuals from all sectors of society who, collaboratively, are committed to *pulling together* for our children and youth.

Tyra Henschel
Executive Director, Alberta's Promise





Dear Alberta's Promise Partners,

My greatest love is for Alberta's children. I am so pleased that each of you have so willingly embraced the Alberta's Promise concept. Every one of you is making a difference. We have all heard the phrase, "It takes a whole community to raise a child." Nothing could be closer to the truth than the outcomes we see through the efforts of the Alberta's Promise partners. By unselfishly giving of your time and financial resources, children in every part of Alberta are living better lives. As you review the stories in this partners' report, I am confident you will be amazed by the diversity of ideas, activities and successes you have created. Even the smallest gestures are important.

You have not only responded to children and youth who need critical help, but also to those who just need a little support and encouragement so they may become all they can be. All of these kids need us. By helping them now we know they will not only have better lives today but for their entire lifetime.

Together, we are making Alberta the best place in the world for children and youth. Thank you for pulling the *Little Red Wagon*.

Colleen Klein
Honourary Chairperson, Alberta's Promise



On behalf of the people and Government of Alberta, I am pleased to extend congratulations and thanks to all Alberta's Promise partners.

This centennial year is for celebration of both our past and our future. When we look back, we see how our forefathers contributed to the well-being of our province. Their commitment to improving Alberta's quality of life was no different than what is being committed by today's Alberta's Promise partners. All are dedicated to making our province a better place for our children and youth to live, grow and thrive.

During the past year, I have welcomed 128 new Alberta's Promise partners. I am inspired by how all partners have kept their promises, and I believe the best is yet to come. We now have 246 Alberta's Promise partners and expect many more to join. Imagine the impact that a thousand committed partners could have upon the well-being of our children and youth.

Our most precious resource is our time and volunteering. It is the greatest gift we can give to others. In particular, I express thanks to the members of the Premier's Council for volunteering to guide Alberta's Promise through another year.

Continued best wishes to all Alberta's Promise partners for their efforts in making a difference in the lives of our children and youth.

Ralph Klein
Premier



I am thoroughly enjoying the opportunity to work on behalf of the children and youth of Alberta as Minister of Children's Services. One of the real thrills of my job is witnessing the exceptional impact made by the Alberta's Promise partners. In their own way, each is creating a brighter future for Alberta.

Alberta's Promise is an excellent example of how government and the community can work together. In this case the government provides the administrative funds, while the corporations, foundations, agencies, and municipalities deliver the program. By putting Promise Builders together with Promise Agencies, who deliver programs, some amazing things have happened.

My vision is that Alberta's Promise will have a continually growing impact with more and more Albertans grasping the vision and dedicating their financial and volunteer efforts to initiatives that benefit children and youth. At the same time, I want all Albertans to recognize the unselfish contribution that the partners are making.

On a personal note, I want you to know that I have always been an advocate for bettering the lives and opportunities for our young people. I am committed to Alberta's Promise and will do my utmost to see that it continues to grow and flourish.

Heather Forsyth
Minister, Alberta Children's Services



This is my second message to readers of the Alberta's Promise Partners' Report. The past year has been exceptional. Each Red Wagon presentation, where we welcomed new partners, has become larger and larger. Most importantly, the new partners represent every positive aspect of our communities. There are large and small companies who donate both financial and volunteer resources. There are agencies of varied description—some that assist newborns and others that work with young adults.

I express special thanks to the partners who have remained with us from the beginning for both maintaining and renewing their commitments and for introducing others to the Alberta's Promise movement. This collective effort is generating huge rewards for our communities.

As Co-Chair of Alberta's Promise, I have been blessed to work with enthusiastic members of the Premier's Council. I thank them for their encouragement and vision. They truly represent the spirit of what defines Albertans and makes us great.

I am confident that, through their example, thousands more Albertans will understand and share in our vision and the excitement of what it means to pull together for the kids of Alberta - pulling the *Little Red Wagon*.

Doug Goss
Co-Chair, Alberta's Promise



It has been an exceptional year. We have more than doubled the number of Alberta's Promise partners and more and more are signing on every day. They are not just joining—they are making significant commitments to work for the benefit of children and youth.

The Alberta's Promise staff, led by Ron Bell, our former Executive Director and currently by Tyra Henschel, our new Executive Director, continues to do a stellar job of introducing new people to Alberta's Promise, and more importantly, works with the partners to help them meet their commitments. A special thanks is owed to the media partners who have so generously assisted us in recognizing the contributions our partners have made.

More and more I see the *Little Red Wagon* in corporate boardrooms and reception areas. I personally would like to see a wagon in every office in Alberta. There are over 100,000 businesses in Alberta with every one of them a potential partner.

With Alberta's Promise it is easy to succeed—all we have to do is put our children first. That is what it is all about. Let's fill the wagon with kids and keep it moving ahead!

Scobey Hartley
Co-Chair, Alberta's Promise





LIST OF Premier's Council Members

Lyle R. Best	QUIKCARD Solutions Inc.	Scobey Hartley	Linvest Resources Corp.	Robert Nicolay	
Normand Boucher	Boucher Brothers Ltd.	Richard F. Haskayne	TransCanada Corporation	Richard Norton	Newpro
Rick Brace	CTV	Henry Heinen		Patricia O'Brien	
Wilf Brooks		Joan Hertz Benkendorf		Dr. Bruce Perry	
Gary G. Campbell, Q.C.	Alberta Cancer Board	Linda Hughes	The Edmonton Journal	Ian Reid	Finning (Canada)
Hugh Campbell	Edmonton Eskimo Football Club	Daryl Katz	The Katz Group of Companies	Robert Ritchie	Canadian Pacific Railway
Denise Carpenter	EPCOR	Ken King	The Calgary Flames	Charlotte Robb	Business Development Bank of Canada
Bill Comrie	The Brick Group	Honourable Ralph Klein	Government of Alberta	Rosanna Saccomanii	Biamonte, Cairo & Shortreed
Strater Crowfoot	Siksika Nation	Bernie Kollman	IBM Canada Ltd.	Gary Severtson	
Patrick D. Daniel	Enbridge Inc.	John Lau	Husky Energy Inc.	JR Shaw	Shaw Communications
Robert Day	TransCanada Corporation	Mary Lou Leins		Brent Shervey	Boyden Global Executive Search
Jack Donahue	Donahue Wells	Frank Lovsin	IGA Supermarkets	Roger Soucy	Petroleum Services Association
Jack C. Donald	Parkland Properties	Audrey Luft	Manpower Services Ltd.	Nancy Southern	ATCO Group
Murray Edwards	Edco Financial Holdings Ltd.	Victor M. Luhowy	Mystique Energy	Bob Stollery	Stollery Children's Foundation
Maria David-Evans	Government of Alberta	Craig Martin	The Edmonton Sun	Lori Topp	Direct Energy Marketing Limited
Brian Felesky, Q.C.	Felesky Flynn LLP	Ashif Mawji	Upside Software Inc.	Ron Triffo	Stantec
Charlie Fischer	Nexen Inc.	Pat McDougall	CFCN	Peggy Valentine	University of Calgary
Joan Forge	Forge Ahead Communications	Jim McPherson	McPherson, L'Hirondelle	Peter Valentine	Calgary Health Region
Honourable Heather Forsyth	Government of Alberta	Tim Melton	Melcor Developments Ltd.	Alice Wainright -Stewart	Lakeland College
Doug Fulford		Gwyn Morgan	EnCana Corporation	Dr. Bob Westbury	Alberta Centre for Child, Family and Community Research
Ross Glen	RGO Office Products	Chuck Mulvenna	Canada Safeway Ltd.	Dick Wilson	EnCana Corporation
James R. Good	Canadian Forest Oil	Dr. Fraser Mustard	Canadian Institute for Advanced Research		
Doug Goss	Bryan & Company	Margaret Newall	Prairieaction Foundation		
Leann Hackman-Carty	Concrete Global Ventures Ltd./Aventa	Eric Newall	University of Alberta		
		Cal Nichols	Edmonton Investors Group Ltd.		

A young girl and a young boy are looking down at a bandage being applied to the girl's hand. The girl is on the left, wearing a light-colored sweater, and the boy is on the right, wearing a dark polo shirt. The background is blurred, showing other people. The text "Promise Agencies" is overlaid on the left side of the image.

Promise
Agencies



ABC Head Start

ABCHead Start originated in 1985 when public health nurses identified that a significant number of Alberta children’s social and academic development was delayed as a result of having limited financial and other resources. The project aimed to remedy gaps in the children’s learning experiences as well as provide support to improve parents’ parenting skills. ABC Head Start now helps 288 children and families with early childhood education and family support services in 11 communities across Edmonton. The agency employs more than 80 staff, offers excellent program services and stands on a strong agency infrastructure. Volunteers, partnering community agencies, as well as individual and corporate supporters also contribute to the children’s well being. In the coming year, ABC Head Start commits to increasing the number of people volunteering their time in the program by 10 per cent over the next three years. They commit to increasing the hours of volunteer service by 10 per cent over the next five years, and increasing the number of children and families that use its services by 10 per cent over the next five years. “We believe that Alberta’s Promise will help us achieve these goals and our mission; working with low-income families and their preschool children to achieve success in learning and life,” said Kathy Lenihan, Acting Director.



Action Committee Against Violence

Based on the Mayor’s Task Force recommendation, the Action Committee Against Violence was established by Calgary City Council in 1991. The committee’s mission is to enhance community capacity to foster a seamless continuum of services that prevents family, sexual and other interpersonal violence. The Action Committee Against Violence has developed the capacity to identify emerging needs in the community, and has led a coordinated response to those needs through its Youth Violence Prevention program, Turn Off the Violence campaign and Peace Heroes program. In the coming year, the Action Committee Against Violence, in partnership with Calgary Family Services and the Calgary Children’s Initiative, plans to develop a comprehensive community-based response to bullying. The project will improve coordination and collaboration between agencies and reduce gaps in services and duplication in programs. “Violence has a profound negative impact on the lives of Alberta’s children. We must all work together to ensure all children can participate in the Alberta Advantage,” said Karen Wolroth, Coordinator.



Airdrie Boys and Girls Club

For over 24 years, the Airdrie Boys and Girls Club has offered high quality, low-cost social, recreational and educational programs to the children, youth and families of Airdrie and surrounding communities. Everyone is welcome to participate, regardless of social, financial or family situations. The Airdrie Boys and Girls Club continues to work on its goal of fundraising to build an expanded, permanent facility. Along with this project, many other programs and services are continually being improved and expanded. The agency also undertook the development of a Community Haunted House in 2004. Over 500 community youth and residents took in this four-day event. Sponsorship from local businesses and service clubs made this possible. “We believe ‘Every Kid Has Potential,’” said Karen Bannick, Executive Director.



Airdrie Boys and Girls Club offers kids plenty of fun times.



Airdrie Family Services Society

Airdrie Family Services is a charitable organization that has been providing family support programs and services to Airdrie and surrounding area for 23 years. These support services include counselling for children, youth, families and individuals for relationship issues, a Family Resource Program and access to quality childcare. All services are designed to prevent personal and family breakdown, to enhance the abilities of individuals and families to constructively manage their lives and to enrich the quality of family life. Airdrie Family Services has been named one of 20 ParentLink Centres across Alberta. The intent of these centres is to reduce the barriers for families to accessing programs and services. This has enabled Airdrie Family Services to extend its hours of operation and expanded services providing more opportunities to increase the commitment to children. In addition to regular programs offered, the agency has introduced two new programs this year: “Share it Forward” and “Daddy ‘N Me.” Share it Forward is designed to give parents and care-givers developmental information and play-based activities for children up to the age of five. Daddy’N Me is an opportunity for fathers and children to meet on a Saturday morning, make new friends, and learn some of the “nuts and bolts” of being a Dad. “I am pleased to embrace the responsibility and opportunity to participate in building needed, sustainable programs that will offer support and lifelong strategies for maintaining healthy relationships within families and within their communities,” said Donna White, Board Member for Airdrie Family Services.



Airdrie Festival of Lights

The Airdrie Festival of Lights is a magnificent light display covering nearly four acres of land in the centre of Airdrie. Visitors from all over Alberta come to enjoy the animates and theme displays, ride Santa’s Express and Iron Horse Park’s Christmas Train, shop in Santa’s Workshop, enjoy tasty treats from the concession and be entertained by local and area performers on the Safeway Stage. Community and charitable groups are invited to raise funds for their organizations by participating in the Festival’s Group Volunteer Program. “During the month of December, over 5000 volunteer hours are required to run the Festival. Many of the volunteers are youth. It is our goal to strengthen, by involving the youth from our community,” said Peter Pape, President. In the 2004 season, we created “Santa’s Kids,” as part of the Santa’s Kids initiative, children and their families from the Children’s Wish Foundation and Kids Cancer Care were bused from Calgary to Airdrie for a free evening at the Festival. “In creating the Santa’s Kids, the organizing committee was hoping to bring a little light to sick children and their loved ones, to take them away from their worries, if only for an evening. Given the overwhelming support and positive responses, Santa’s Kids will continue in the years to come,” said Greg Dyki, Festival Director.



Alberta Ballet

Alberta Ballet, based in Calgary and Edmonton, is one of Canada’s finest creative ballet companies and training institutions. Alberta Ballet recognizes the critical role it plays in providing a performing arts education to Alberta’s youth. Its Discover Dance Student Matinee Series offers a unique way for students and teachers to enjoy live dance performance. Students from Edmonton and Calgary can attend a matinee performance arranged exclusively for students rather than public audiences. The matinees reach 5,000 students in a typical season in both cities, and in the coming year, Alberta Ballet will continue to work closely with Calgary’s Arts Education Action Committee, Calgary’s Arts partners in Education Society and the Edmonton and Calgary Boards of Education toward a common education goal. Alberta Ballet Northern Tights Tour is another component of the educational outreach Discover Dance Program. Through this program, the Company performs for youth in northern Alberta communities and each year over 2,000 students who would not otherwise have the opportunity to experience live ballet are exposed to, and enriched by, this artform. “The love of dance is limited neither to age nor experience. Alberta Ballet is proud to foster this spirit by presenting Discover Dance Student Matinees to thousands of Alberta school children every year,” said Jean Grand-Maitre, Artistic Director.

Alberta Ballet Discover Dance Event



Alberta Conflict Transformation Society

Alberta Conflict Transformation Society provides the service of community conferencing. Conferencing is a process which teaches people who cause harm to others how to be responsible and accountable directly to those who have been harmed by their actions or behaviours. This process allows all parties the opportunity to address their emotional concerns as victims, offenders and their supporters which are not presently addressed by the justice, health, social welfare or educational systems. This model provides an opportunity to address the harm, and its rippling effect, caused by crime and conflict. Currently, the society is working within the Edmonton Public School Board with students as an alternative to suspension and expulsion. In the coming year the society commits to doubling the number of files it accepts within the Edmonton Public School District to 24, the number of files it works with from Alberta Justice. These translate into an increase in funding of \$20,000 and a commitment of 40 volunteer days. “We are optimistic that as resources can be increased, workload and the number of files dealt with will proportionately increase,” said Aaron Nichols, Chairperson.



Alberta Council of Women's Shelters

Formed in 1981, the Alberta Council of Women's Shelters provides a unified voice for women's shelters and the women and children they serve. Alberta Women's Shelters served over 5,000 women and 5,000 children in the last year. The council works to facilitate networking and information sharing, acquire adequate resources for member shelters, influence public policy and systems, increase public awareness of issues related to family violence, and foster professional development within Alberta's sheltering movement. In the coming year, The Alberta Council of Women's Shelters will provide additional educational opportunities through its Children Exposed to Family Violence seminars. “Kids who feel safe and heard can make dramatic progress, learning the skills they need to choose a different way,” said Jan Reimer, Provincial Co-ordinator.



Young children offer their hands at ACWS event.



Alberta Mentor Foundation for Youth

The Alberta Mentor Foundation for Youth (AMFY) is dedicated to helping junior and senior high school students achieve their full potential through supportive in-school mentoring relationships. The organization continues to grow and is committed to supporting 300 mentor and protégé matches by 2006. In 2004, volunteers donated over 11,000 hours of their time assisting AMFY in fulfilling its mission. Due to great demand for the program, AMFY is implementing a community-based volunteer recruitment strategy in East Calgary and Airdrie. “Mentoring makes me feel good about myself. My protégé is a great inspiration for me to put aside my ‘stuff’ and be there for her,” said one volunteer mentor.



Protégé Video Project 2003-2004, AMFY mentor Rick Radulski (left) and his protégé Andrew at Ernest Manning High School.



Between Friends Club for Youth With Disabilities

Since 1982 the Between Friends Club has provided year-round recreational and social programs for Calgary's youth with disabilities. The organization believes that every one deserves the chance to meet friends and have fun in an accepting and safe environment, so they provide opportunities for all youth, no matter what their disability. Programming includes Teen Night Out, swimming, drama, music, art, bowling and more. Most parents notice their children's increased self-esteem and improved social skills shortly after participating. In the summer, the agency's focus turns to Camp Bonaventure, its summer day camp that runs four, concurrent two-week sessions during July and August. Camp is offered to those children and young people with any type of disability. Currently, membership consists of 645 young people who are living with 82 different disabilities. Between Friends Club is committed to increasing membership and supporting more young people who have disabilities to enhance their quality of life. "Alberta Computer Cable Inc. has supported Between Friends Club for over 10 years. We prefer to support participatory activities that staff can be involved in and provide time at work for these activities," said Louise Nesterenko, Vice-President.



Big Brothers Big Sisters of Canada

Big Brothers Big Sisters of Canada

Big Brothers Big Sisters of Canada (BBBSC) is the leading child and youth serving organization providing mentoring programs across the country. Providing support to more than 300 Canadian communities, over 170 local agencies offer the service that the organization was founded on, one-to-one matching. Men and women give of their time to become a mentor to a youngster who can greatly benefit from having an adult role model to look up to. Times change. Volunteers change. Big Brothers Big Sisters of Canada has also changed. In response to the different needs and demands of children, youth and volunteers alike, they have created new programs to fit our changing society. Couples for Kids, Cross Gender Matching, Internet Mentoring, In-School Mentoring, BIG/bunch and Kids 'n Kops group programs (for those kids on the waiting lists), and the new Life Skills Program all provide a variety of opportunities for volunteering and support to children and youth. As part of its ongoing support of Alberta's Promise, Big Brothers Big Sisters of Canada is committed to increasing the number of children it serves by five per cent per year.



Big Brothers Big Sisters of Canada

Big Brothers and Big Sisters of Calgary & Area

The mission of Big Brothers and Big Sisters of Calgary & Area is to enrich the lives of children through mentoring. The agency has pledged to increase the number of children matched in a mentoring program from 325 in 2003 to over 600 in 2006, representing a \$200,000 investment over a five-year period. Plans include continuing this increase beyond 2010. In all of 2004, a total of 750 children were served. In the first two months of 2005, 534 children had already been served. "I have been very fortunate with the life I have lived. I truly believe becoming an In-School Mentor was one of the best decisions in my life. I know personally I have grown and have gotten back 10 times what I have given to being an In-School Mentor. I get to see the world through a child's eyes. The experience has changed the course of my life," said Todd Berry, In-School Mentor and Past President, Canadian Progress Club, Bow River.



Graduation, courtesy Big Brothers Big Sisters



**Big Brothers Big Sisters
of Canada**

Big Brothers Big Sisters of Edmonton & Area

Big Brothers Big Sisters of Edmonton & Area is a leader in one-to-one mentoring for children ages 6 to 18. The agency has more than 25 years of proven success in creating friendships that benefit children, families, volunteers and our community. Programs include Big Brother Big Sister, In-School Mentor, T.E.A.M. Mentor, Roots & Wings, Moms with Mentors, and Braided Journeys. In 2003, Big Brothers Big Sisters provided mentoring programs to 1,700 children and youth. By the year 2013, the agency wants to almost triple that number to reach 5,000 kids. Children matched with mentors do better at school and at home, and are more likely to finish high school and less likely to be involved in criminal activities. “The vision of Big Brothers Big Sisters is to make Edmonton and area a place where every young person will have a positive ongoing relationship with a caring adult. Think BIG! If we each help one child, we can change the world,” said Elizabeth O’Neill, Executive Director.



**Big Brothers Big Sisters
of Canada**

Big Brothers Big Sisters of Medicine Hat & District

Big Brothers Big Sisters of Medicine Hat & District provides mentoring programs to children and youth ages 6 to 16 years in the communities of Medicine Hat, Redcliff and Dunmore. These programs are divided into two main classifications. The first is a community-based traditional one-to-one program where Big Brothers Big Sisters meet with their “Littles” for activities ranging from cycling to



Kinsmen Christmas, girl with Santa hat

visiting the local library to attending a sporting event and everything in between. The second program stream is a site-based in-school mentoring program where mentors travel to local schools and meet with their mentored student for an hour each week of the school year. There are craft and games supplies provided for the matches to help to ensure that the friendship develops naturally and quickly. Both of these programs have proven to make significant impacts in the lives of the children involved. The agency is continually wanting to grow both in the number of children and families served and in the diversity of program choices. Big Brothers Big Sisters of Medicine Hat & District will continue working in this direction to ensure that its exposure and credibility will be raised. “It takes a community to raise a child and Big Brothers Big Sisters of Medicine Hat are committed to facilitating the relationships that impact children in a positive and meaningful way,” said Rob Lewis, Director.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Boys and Girls Club Community Services

*Promising A Safe Place To Stay
For Calgary's Youth*

“Alberta’s Promise has been a valuable partner to Boys and Girls Clubs and I would encourage community-minded corporations to consider their participation and investment in what is fundamental to the growth and development of the Province, our young people,” said Cheryl Doherty, Executive Director, Boys and Girls Club Community Services.

"Families are an essential part of our program."

Cheryl Doherty

BOYS AND GIRLS CLUB COMMUNITY SERVICES

The most dramatic moment in a runaway teenager's life has to be when in one tiny instant he realizes in his heart that he's all alone and he *so* wishes to go home. But home as he knows it doesn't fulfil this boy's needs. So where does he go? Who does he turn to?

Let your memories drift back in time to the tenuous days of your teenage years. Those times were critical in so many aspects. How fortunate that most people have families that support, nurture and love them through this incredible stage in life. Not all kids have that. Boys and Girls Club Community Services Avenue 15 can't replace a loving parent. However, it sure does do a great job of helping Calgary's homeless teens.

Since 1987, Avenue 15 has done whatever they could to help boys like this. The truth is they have provided a safe, supportive environment for over 8,000 homeless and runaway youth in Calgary alone. Each year, the shelter provides as many as 4,000 safe nights and 12,000 meals to youth in need.

Avenue 15 is an active response to the problem of homeless teens, assisting youth ages 12 to 17. Boys and Girls Club Community Services established the program to provide teens with an immediate, accessible, short-term alternative to life on the street. By offering them a place to stay, the

shelter demonstrates that someone cares enough to help reduce the risks that affect their healthy development and take them off dangerous streets and out of unsafe family environments.

No other facility of its kind is available in Calgary. The shelter is open seven days a week, 24 hours a day, and houses up to 15 youth each evening. It is very closely partnered with the Calgary Police Service, Calgary Rockyview Child and Family Services as well as intervention focused agencies. These kids get all the help the community has to offer.

For example, In 2004, Avenue 15 assisted 640 youth in crisis by providing them with a safe place to sleep, and support in resolving their issues. In addition to providing food and shelter, Avenue 15 offers teens emotional, educational and employment support, referral to medical or dental care as needed and family mediation. "Families are an essential part of our program and we work hard to reunite youth with their families through crisis intervention and family wellness," said Cheryl Doherty, Executive Director, Boys and Girls Club Community Services.

Over half of Avenue 15's funding is generated through private and corporate donations. Funds raised for the program support the operational

costs of the shelter, from heating and laundry to meals and counselling staff support to ensure that all youth in need have a safe place to stay.

"Avenue 15 is a critical community-based runaway and homeless shelter for youth that provides 24-hour-a-day, 365 days per year support to over 600 of Calgary's young people. With the help of companies such as Netlan Consulting and TransCanada Corporation along with other Promise Builders, Boys and Girls Clubs of Calgary provides an essential alternative to life on the street."

"Alberta's Promise has been a valuable partner to Boys and Girls Clubs and I would encourage community-minded corporations to consider their participation and investment in what is fundamental to the growth and development of the Province, our young people," said Cheryl Doherty, Executive Director, Boys and Girls Club Community Services.





Boys and Girls Club of Cochrane and Area

The Boys and Girls Club of Cochrane and Area provides programs for over 200 local and area youth, ages 6 to 18. They strive to provide programs and activities that empower youth to lead successful lives. The agency changed its focus two years ago from being primarily a drop-in centre to offering effective programming for youth. Since then, its numbers have doubled and are continuing to grow. The Boys and Girls Club hopes to add two new programs for youth, one for smoking cessation and the other on healthy activities. Youth have asked the agency to run more cooking classes, which they hope to do with more funding. In the coming year the Boys and Girls Club plans to increase its fundraising and provide an additional 150 volunteer days. “The Boys and Girls Club of Cochrane and Area is there for kids after school and in the evenings to provide stimulating activities and caring adults to talk to in an age when Mom, Dad and Grandma all have to work,” said Brenda Sine, Executive Director.



Boys and Girls Club Community Services

The Boys and Girls Club Community Services (BGCCS) is committed to providing safe and positive environments for children and youth to gain life skills and develop meaningful relationships that will help them reach their full potential. In 2004, BGCCS reached over 31,000 children, youth and families throughout Calgary. Through the generous support of the club’s partnership with TransCanada Corporation, the official sponsor of the mobile preschool program Learning In Our Neighbourhood (LION) Bus, BGCCS increased its community impact by 43 per cent in 2004. More than seven Calgary communities were reached and over 320 children and parents participated in this program. BGCCS looks to build upon its existing programs and services and explore new initiatives that will help bridge a gap that may exist within the community. “I volunteer for the reward of hearing a mom say ‘The kids can’t wait to get here – Boys and Girls Club is all they talk about.’ To give a child a place where they can feel that kind of joy, you know it’s time well spent,” said a volunteer in the Ready, Set, Go! Preschool program.



Boys and Girls Club Community Services Aboriginal Dance Group entertains at the Premier’s south office.



Boys and Girls Clubs of Edmonton

Boys and Girls Club of Edmonton has 42 successful years developing, implementing, and delivering programs, services and support for children, youth and families in the Edmonton community. Their mission is to provide services and opportunities for children, youth and families for enhancing quality of life. Since 1962, the centres provide services for children, youth and families who need support in high-risk neighbourhoods. As a result of the programs, the organization helps kids to become responsible and self-fulfilled members of the community. Boys and Girls Clubs of Edmonton offer six Youth & Neighbourhood Centres, four Outreach Programs and a wide variety of social service programs. The club offers a safe, positive place for over 5,000 children and youth from across Edmonton. “One hundred years from now it will not matter what our bank accounts were, the sorts of homes we lived in, or the kinds of cars we drove... but the world may be a little better because we were important in the life of a child. We thank our donors and sustaining fund providers whose help makes such a difference in the lives of over 5,000 children and youth we serve,” said Linda Hamilton, past Board Chairman.



Nature Walk, Boys and Girls Clubs of Edmonton



Boys and Girls Club of Fort Saskatchewan

The Fort Saskatchewan Boys and Girls Club has been committed to children and youth for the past 19 years. Programs and services are based on community need and are open to all children and youth ages 6 to 18, regardless of their social or economic backgrounds. The club serves approximately 500 children and youth each year. Programs provide a safe and supervised environment where children and youth can develop and learn a variety of skills. They learn to interact positively in relationships with adult role models. They are supported and encouraged, have fun and have opportunities to participate in a variety of social, recreational, cultural and sports activities. More importantly they have an opportunity to feel like they belong. The agency is committed to continue evaluating the needs of children and youth in the community so that programs/services are meeting the most emerging needs. The Boys and Girls Club has experienced significant growth over the past five years and will continue to provide services to all children and youth who require services. Goals for the coming year include replacing the club's existing passenger vehicles to be able to transport more children and youth from the schools to the centre. The club is expanding its resources to include more children and youth in individual programs. "Children and youth are our future. We believe each and every one has the right to be given opportunities to develop their own unique potential," said Wendy Serink, Director.



Boys and Girls Club of Leduc

The Boys and Girls Club of Leduc directly impacts the lives of children and youth in the community and district by providing a safe place to where they come without fear of rejection or judgment. Members attend the programs because they feel valued, safe and appreciated for who they are and the kids learn that they do not need to impress or pretend. For over 16 years, the club has provided programs that challenge the participants to unlock their potential. The Boys and Girls Club of Leduc constantly reviews the programs it offers to ensure that not only the needs of members are being identified, but that the club provides quality programs that meet those needs. As membership and participant levels continue to expand, the Boys and Girls Club of Leduc will continue to strategize on how to best utilize its resources. "Every kid has potential," said John Norton, Executive Director.



Boys and Girls Club of Leduc retreat 2004



Boys and Girls Club of Saddle Lake

The Saddle Lake Boys and Girls Club was established in 1987. Since then, the agency has offered a variety of social, recreational and self-development programs to children and youth at Saddle Lake. The Boys and Girls Club is a member of both the provincial and national organizations of Boys and Girls Clubs, and is the first club on a First Nation Reserve in Canada. The mission of the Boys and Girls Clubs is to enhance the quality of life and improve the chances of satisfying life opportunities for children and youth – with special concern for those who are economically disadvantaged. In the coming year, the agency is committed to working with other community agencies to develop programs for local youth ages 13 to 18. “We need to engage in community building from the inside out. That means focusing on what’s good about what we are doing now, bringing those gifts and abilities together into a collaborative process and examining how we can each contribute to a different outcome,” said Sharon Steinhauer, Board Member.



Boys and Girls Club of Slave Lake

The Boys and Girls Club of Slave Lake provides a valuable resource in its after-school programs. These programs give the local children and youth the opportunity to develop healthy lifestyle skills through active involvement in educational, character building, recreational and leisure activities that promote health and wellness. The club’s programs have been tailored to meet the needs and issues identified by children and youth in Slave Lake. In the coming year, the agency is committed to expanding its programs to further meet the needs of children and youth. “Kids can walk around trouble if there is someplace to walk to, and someone to walk with,” Tito, 1994.



Boys and Girls Club of Strathcona County

The Boys and Girls Club of Strathcona County provides affordable, accessible and stimulating programs and services for children. It provides programs and services based on needs expressed by the club’s members and the community. These include: an after-school drop-in program, outdoor adventure programs, personal growth and development programs and summer camps. In the past year, the Boys and Girls Club of Strathcona County committed to providing programs and services to an additional five per cent of children, and ended up growing their membership from 178 to 412 children aged 6-17. Most recently, the age range has been opened to include 0-5 year olds and their families so that they are able to provide the full spectrum in children’s programming and family support. They continue to provide the commitment of providing programs and services to an increasing amount of children in 2005. “ ‘Every kid has potential’ and the role of the Boys and Girls Club and our community is to foster that potential,” said Mona Boutin, Executive Director.



Activity Day at Boys and Girls Club



Art from Avenue 15

Boys and Girls Clubs of Alberta

Boys and Girls Clubs of Alberta believes that every child has potential and the role of the community is to foster that potential. The agency's role is to build and sustain the Boys and Girls Club movement across Alberta. Clubs provide a safe and nurturing environment where young people can explore their interests and abilities, overcome challenges and pursue their dreams. In 2004, the movement welcomed the Boys and Girls Club of Wandering River & Plamondon. Over the year, local Boys and Girls Clubs focused their efforts on health-related activities such as tobacco-cessation programming and increasing kids' involvement in sports. Regional scholarships were provided to four Alberta students and camp scholarships provide support to 50 more children allowing them to experience the joys of summer camp. "I am very thankful to have been chosen for a scholarship. The Boys and Girls Club has not only offered me valuable life experiences, but now it has given me another opportunity to discover who I am and what is important for me to do with the rest of my life," said Tracey Delane, 2004 Boys and Girls Clubs of Alberta Scholarship recipient.



Breakfast for Learning Alberta

Breakfast for Learning Alberta is part of the national BREAKFAST FOR LEARNING-Canadian Living Foundation, which was founded in 1992. The agency's mission is to ensure that every child in Alberta goes to school well-nourished in order to be better able to learn. Volunteers can help at the local level by contacting the local school(s) and offering to sit on the coordination committee, serve or prepare meal(s) for the children, shop for food and supplies, or help in any way which the school may suggest. Currently, the agency funds 222 schools across Alberta and feeds over 5,000 students. Breakfast for Learning is committed to increasing the number of schools that wish to start up breakfast, lunch or snack programs. "Education about the direct connection between poor nutrition and the ability to learn must be a priority. We must teach our children to eat healthy food for the rest of their lives and teach their parents about proper nutrition in the process," said Kaye Joyce, Chair.



Building Strength in Children Through Art

The University of Calgary's Faculty of Social Work collaborated with the Creative Kids Museum to create the Building Strength in Children Through Art program. This project is about working together to strengthen children's capacities through artistic expression. Over a four-month period, a social work student volunteer and an artist worked with three different high-needs schools to produce murals. The murals were hung in the Faculty of Social Work at a public event involving the children, their parents, teachers, artists, social work students and faculty. The Faculty of Social Work has directed resources into a graduate concentration that focuses on children and families. This move will help meet the need for social workers with advanced knowledge and skills to work with increasingly complex families. It will support leadership roles in child and family serving organizations, influence and implement child-relevant policies, and evaluate programs and practices serving children. "The Faculty of Social Work exemplifies our commitment of 'Return to the Community'," said Dr. Harvey Weingarten, President, University of Calgary.

Burns Memorial Fund

The Burns Memorial Fund is a legacy for Calgary's children left by Senator Patrick Burns. The foundation's focus is on assisting children in poverty. In 2004, over 500 working families were assisted with essential support for their children. The program issued family grants for health and educational support. There is also a scholarship program for children of Calgary police and firefighters. "We are pleased also to support innovative programs or agencies addressing barriers for children and youth such as the Cinderella Gown Project. A local teacher, students and the community are making hundreds of grad gowns available to young women who can't afford to purchase a gown," said Susan Burrows-Johnson, Executive Director.



Calgary Boys Choir

For over 30 years the Calgary Boys Choir has been providing musical education, voice training, performance and travel opportunities to Calgary area boys between the ages of 5 and 25. The choir performs regularly in Alberta, has toured much of the northern hemisphere and Japan, and supports children's charities. The choir maintains a positive and supportive environment which helps boys increase their self-esteem, confidence and character. Ensemble singing fosters teamwork, co-operation, leadership and accountability. "We would like to make membership accessible to all dedicated boys, regardless of financial means. The organization continues to take measures to reduce costs, and has introduced an income-based bursary program as well as a fund that will provide full subsidy to some families. However, we cannot boast that there are financial alternatives for all families. It is our hope that through new sources of funding, our goal of full accessibility will be met," said Gregg Elliot, President.

The Calgary Boys Choir performs at the EPCOR Centre in Calgary.



Calgary Children's Choir

The Calgary Children's Choir has been providing outstanding choral training to Calgary area girls and boys since 1987. The organization is comprised of four chorale groups: Music Makers (ages 4-6), Junior Choir (ages 6-10), Children's Choir (ages 11-16) and Youth Choir (ages 16-23). The Calgary Children's Choir has consistently received awards and scholarships in city music competitions and performs in a variety of annual programs including the CBC Knox Christmas Carol Festival. The choir has also provided children's choruses for the acclaimed Calgary Philharmonic Orchestra, Calgary Opera and accompanying Alberta Ballet performances. The Touring Chorus of the Choir has enjoyed successful national and international venues. The organization continues to foster the development of positive traits and attributes by encouraging children to pursue their musical excellence and enjoyment. The Calgary Children's Choir would like to expand membership within its choirs by approximately 10 per cent yearly. "We are proud of the Calgary Children's Choir – not only do the children develop musical excellence, they develop friendships and they are exemplary ambassadors for Calgary. And they have a lot of fun!" said Darlene Morden, President.



Calgary Children's Foundation

The Calgary Children's Foundation raises money throughout the year to give to charitable children's societies and organizations. The majority of funding is donated by listeners and advertisers during the annual Westin Hotel/QR77 Radio's Pledge Day. In 2004, the one-day event raised funds to promote the mental and physical health and welfare of children and certain adults who are disadvantaged and reside within the province of Alberta.

The agency funds organizations that give money to children in physical, emotional, mental and financial need. Preference is given to small, grassroots groups that are working directly with children to improve their lives. The Calgary Children's Foundation does not fund administrative costs. "Our goal is to promote the mental and physical health and welfare of children and certain adults who are disadvantaged and reside within the province of Alberta," said Dave Rutherford, President.



Calgary Children's Choir



Calgary Children's Initiative

The purpose of the Calgary's Children Initiative is to mobilize long-term positive community changes for children and youth in Calgary and area. More than 70 organizations, service providers, researchers, funders and community champions invest in long-term planning, research and action toward every child in Calgary becoming a caring and responsible adult. In the coming year, the Calgary Children's Initiative is committed to furthering their action plan to promote family-friendly workplaces. "Nurturing positive child and youth development nurtures community health and well-being," said Stephanie Felesky, Co-Chair. "One of our key strategies is the "Kidvestment" campaign involving businesses and agencies in an interactive public awareness campaign that challenges Calgary employers and employees to invest adult time in children."



Ski Day, Calgary Education Partnership Foundation



Calgary Counselling Centre

Calgary Counselling Centre

With passion and dedication Calgary Counselling Centre helps individuals, couples, families and groups build better lives. Calgary Counselling Centre is a charitable organization committed to providing compassionate, professional and affordable counselling services to Calgarians. Through counselling and group programs, the centre helps individuals, families, couples, children, men and women resolve emotional and social problems. Through its ongoing research and education programs, Calgary Counselling Centre strives to meet the changing needs of the community. Starting with a small team of dedicated individuals and a few programs, the centre has grown to be a recognized leader in the treatment of family violence, children's programs, eating disorders, research, training, and education. It is important for the centre to coordinate with its partners in the community in order to avoid duplication of services and competition for funding and profile. "Children are the future. The more preventative we are in our approach to treat children and families, the greater the long-term impact we have on increasing people's resiliency and reducing future emotional, social or personal problems," said Robbie Babins-Wagner, CEO.



Calgary Educational Partnership Foundation

Calgary Educational Partnership Foundation is an independent, charitable organization dedicated to enhancing educational opportunities in Calgary and area schools. Since 1991, the foundation has helped educators gain access to resources needed to deliver strong educational programs to over 170,000 students. The foundation is involved in a diversity of curriculum enhancing programs that include over 300 businesses and organizations and six school districts. Foundation initiatives include the Class Act Program, Employability Skills Portfolio, Mayor's Excellence Awards Luncheon, Petro-Canada Community Resources Program, Petro-Canada Deerfoot Run, Reading ... Give it a Shot!, Stay in School Ski Day, and the Student Futures Conference. In the coming year, the foundation commits to enhancing educational opportunities for the children of Calgary and area. It plans to expand its Stay in School Ski Day and the Buffalo Keepers Initiative, as well as develop additional initiatives. "All our programs are made available to schools, teachers and students at no cost and are sponsored in whole through the generosity of corporate Calgary. Through working with all stakeholders, we create programs which positively impact the children and youth of Alberta, helping them to realize a brighter future," said Doug Clovechok, President and CEO.



Calgary Learning Centre

Learning changes everything! The Calgary Learning Centre helps people learn, bringing hope and an improved quality of life. In 2004, the centre celebrated its 25th Anniversary serving the province of Alberta. The centre continues to improve assessment and program services for children who experience learning, literacy and attention difficulties as well as share expertise and knowledge to help others support these children. Over the past year, the centre's Share the Magic program collected and distributed over 2,000 books to over 970 preschool children. Approximately 30 per cent of the Canadian population experiences some form of learning difficulty, 10 per cent have a learning disability and five per cent have Attention Deficit/Hyperactivity Disorder. The centre brings hope to people with learning difficulties by building the capacity of future teachers and future school psychologists. "The Calgary Learning Centre is very excited to be a partner in Alberta's Promise. The children of Alberta deserve every opportunity to learn because learning changes everything," said Anne Price, CEO.



Golfers show their support for the Calgary Learning Centre and their Tournament for Literacy.



Calgary Reads (An Early Literacy Initiative) Society

Reading is not just another school subject. It is the means by which all other subjects are accessed and understood. People who cannot read are denied many educational, social and career opportunities. Reading problems have been linked to increased emotional problems, school drop-out and criminal behaviour. Calgary Reads' focus is the students who fall through the cracks – the children who just aren't catching on to reading. In addition to helping children master literacy skills, tutors are consistent, caring role models. In 2003-04, 281 volunteer tutors worked one-on-one with 488 students in 45 schools throughout Calgary. The Calgary Board of Education has 55 designated high-needs schools – Calgary Reads has programs in 30 of them. In the coming year, Calgary Reads commits to recruit and train more tutors and to provide the materials and support that schools need. Currently, the agency offers its program to schools within Calgary. As part of its 2005-06 workplan, Calgary Reads will investigate opportunities to expand to other centres. "Healthy communities cannot depend solely on the education system to help youth become contributing members of society. While teachers play a critical role, it is vital that the business community and individuals take part as well. We encourage everyone to help create a caring, literate society," said Linda Tutty, Past Chair of Calgary Reads.

Calgary Women's Emergency Shelter

The Calgary Women's Emergency Shelter has been providing services to children and youth in Calgary and area for 30 years, and continues to be committed to enhancing the lives of children and youth of Alberta. Through continual community partnerships, the Shelter has increased its services to reach a broader number of youths having recently embarked on new partnerships with the Calgary Young Offender Centre and HomeFront. The new initiatives embrace the Calgary Women's Emergency Shelter's Non-Abusive Futures Program working to inform at-risk youths about dating violence and developing healthy relationships. The Shelter's new initiative, Children's Outreach Program, provides follow-up/outreach services for children who are at-risk or have been traumatized by domestic violence. "I truly enjoy being a volunteer at the Shelter because I feel I can make a small difference in the lives of the women and children. Violence against women and children is everywhere and we can help those who are trying to leave it," said Katherine Aerts, Volunteer.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Partnerships at work

"As a result of our work with industry, students will find careers that are fulfilling, employers will have employees with the right skills and communities across Alberta will grow and flourish," said Janet M. Riopel, President and CEO.

“We remain committed to further evolve our role in communities from one that is hands-on to one of support and partnership.”

Eric P. Newell

CAREERS: THE NEXT GENERATION

It began with needs. Alberta industry and government saw a growing need for a skilled workforce to meet the demands of a growing and prosperous economy. At the same time, educators had a need to inform students about career opportunities – and an even greater need to give them the skills to help them make the transition from school to the workplace.

Today, CAREERS: The Next Generation is a leader in building partnerships that allow youth to explore exciting career opportunities. Each new initiative developed is another step taken towards realizing the potential within Alberta’s young people and giving them the power to succeed in life and actively participate in the success of our communities.

“When CAREERS links students with our construction employers, everybody wins. RAP students infuse their vitality, energy, enthusiasm and inquiring minds into our current crews. It’s a rare investment that delivers both immediate and long-term returns,” said Neil Tidsbury, President, Construction Labour Relations – an Alberta Association, Calgary.

“We believe that the future of learning is in forging stronger links between workplace learning and classroom learning so the workplace becomes an extension of the classroom. These experiences result in highly-motivated youth with superior classroom performance and youth that are better prepared for work and further education,” says CAREERS: The Next Generation, President and CEO, Janet Riopel.



CAREERS has been very successful in fostering experiences for students to gain hands-on, real-world experience in trades and

technologies, health services and information and communication technologies. The organization continues to work with companies across the province and its daily operations endeavor to fulfill the vision of Alberta’s Promise.

“CAREERS continues to pursue its goal of delivering quality programs to meet industry needs for a skilled workforce. We remain committed to further evolve our role in communities from one that is hands-on to one of support and partnership,” says Eric P. Newell, CAREERS Board Chair.

“As a result of our work with industry, students will find careers that are fulfilling, employers will have employees with the right skills and communities across Alberta will grow and flourish,” said Janet M. Riopel, President and CEO.



Camp Carmangay

Camp Carmangay offers cost-free programs for youth at risk of criminal behavior and provides a valuable resource for police and for other community services in Alberta. At the camp, youth enjoy a variety of opportunities designed to build character. Youth learn skills that promote self-esteem and self-management. In the coming year, Camp Carmangay will introduce an Athletics Program headed by Alondra Johnson, formerly of the Calgary Stampeders. This football camp is one of many programs being added to the current well-rounded and focused attempt at continuing to offer positive lifestyle choices to Alberta's youth. The focus is to maintain funding for operational costs, promote the programs and build a large, skilled volunteer base. Camp Carmangay is planning to expand its facilities to accommodate more youth with additional opportunities to help them explore and practice becoming responsible young men and women. "Camp Carmangay is all about a lot of people doing a little bit. Great things can be accomplished with this formula," said Brian Nimijean, Camp Manager.



Bianca Nimijean enjoys horse back riding at Camp Carmangay, one of many positive experiences available for youth at the camp.



Camp He Ho Ha swimming lesson



Camp Health, Hope and Happiness

Camp He Ho Ha is committed to encouraging independence and integration for children and adults living with physical and mental disabilities by providing adapted recreational programs and equipment designed to meet their special needs. Last year, 771 disabled Albertans had an opportunity to attend one of the organization's week-long summer camps at its fully modern, fully wheelchair-accessible facility located 90 km. west of Edmonton on Lake Isle. The summer camps are at near capacity and an additional 5,500 people accessed programs and services in 2004 through the facility rental program. Planning for a new adapted playground was undertaken in 2004. Funds are in place and the playground will be officially dedicated at the camp's 45th Anniversary Open House to be held on July 9, 2005. "From its humble beginnings, Camp He Ho Ha has grown to become a superb facility and an international benchmark for providing summer recreational opportunities for disabled people of all ages in Alberta. Success is never an accident, and the Camp has often faced tremendous challenges. Even today, we face big challenges and we are fortunate that we have been able to mobilize big-spirited people to help overcome them," said Colin Reichle, President.



CAREERS: The Next Generation

Since 1997, CAREERS has achieved success in creating opportunities for students to explore career options through workplace internships; making learning relevant and applicable and promoting awareness of real opportunities in specific fields. The foundation believes that the future of learning is in forging strong links between workplace and classroom learning so the workplace becomes an extension of the classroom. CAREERS offers programs that allow students to make an informed choice about career opportunities in trades and technologies, health services and information and communications technologies (ICT). In 2004, CAREERS reached over 31,000 young Albertans through classroom workshops held in 306 high schools in 204 communities. With the guidance of their many stakeholders, CAREERS will continue with a diversity of internship opportunities available to students. Preparing students for a lifetime of learning would not be possible without the strong support and participation of the education community. "As a result of our work together, students will find careers that are fulfilling, employers will have employees with the right skills and communities across Alberta will grow and flourish. To date, we have reached over 130,000 young people...we know that we are only just beginning to realize our true potential," said Janet M. Riopel, President and CEO.



CAREERS: The Next Generation, ready to work



Catholic Family Service

Founded in 1957, Catholic Family Service, a charitable organization open to all Calgarians, provides non-duplicated professional services and resources related to wellness, education prevention and intervention. Recognized for excellence in performance standards, Catholic Family Service serves all who desire to be well and have within them the capacity to attain wellness, without regard to race, religious affiliation, age, gender, sexual orientation, marital or economic status. They understand and promote this notion by collaborating with partners in the community, to ensure quality service is delivered and when necessary, clients are directed to where their needs can be better served. Their 2005 goals in volunteer resource management include increasing services by five per cent and increasing volunteer commitment by 50 days. "We are dedicated to strengthening people and communities in the pursuit of wellness," said Greg Campbell, CEO.



Central and Northern Network (CNN) for Child Health

Established in 2003, the Central and Northern Network for Child Health is aimed at improving collaboration and communication among child health services in Central and Northern Alberta. CNN works to improve coordination of current pediatric services, identify opportunities for shared education and training priorities and identify opportunities

for shared research initiatives and dissemination of results. It also explores opportunities regarding how to use current and emerging technologies (e.g. Telehealth) to provide effective services to referring agencies. “We will strive to provide children with exemplary, effective and coordinated health care and health promotion services,” said Dawn Wrightson, Senior Operating Officer, Stollery Children’s Hospital.



Holding hands, Central and Northern Network for Child Health



Child and Adolescent Services Association (CASA)

CASA is a community-based provider of mental health services for infants, children, adolescents and their families within the Edmonton Region and from Central and Northern Alberta. CASA provides mental health assessment and treatment services for approximately 2,700 infants, children and adolescents from birth to age 18 each year through a continuum ranging from consultation in community outreach settings to very intensive treatment programs. CASA continually strives to enhance mental health service provision. This includes a number of treatment programs as well as several initiatives in education and in research in the area of children’s mental health. “Together with our funders, partners and supportive community, we continue to find ever better ways to provide services highly valued by the families we serve. These families continue to let us know the impact of CASA’s role in their child’s development in health, in learning to overcome challenges with resilience and optimism; with a sense of meaning and purpose, of confidence and self-esteem,” said Germaine M. Dechant, Executive Director.



Child and Youth Friendly Calgary

Child and Youth Friendly Calgary (CYFC) is a charitable umbrella organization whose goal is to lead in providing meaningful opportunities for youth to contribute to their community. The organization creates opportunities for children and youth to participate, volunteer, practice philanthropy and have their voice heard in their community. By raising the self-esteem in Calgary's children and youth CYFC encourages them to understand they have infinite capacity for growth and achievement. The organization enables youth to be more active and productive citizens by encouraging the charitable sector to welcome youth as volunteers. Some of the many CYFC initiatives include Youth Week, a celebration of youth activities and community programs in Calgary and Youth Volunteer Corps, designed for young people (12-18 years of age) to get involved in team-based volunteer projects. Each year, YVC volunteers contribute 30,000 hours of service to the community: the Business Accreditation program which allows Calgary and area businesses an opportunity to be deemed a child and family friendly destination; the Mayor's Youth Council, a group of young people who guide the Mayor and other city departments on a variety of issues that impact youth; and Youth for the Future, an annual fall gathering for Aboriginal and Non-Aboriginal youth. "We dream of a community where young people will not just be exploited as 'a market' but will be accepted and welcomed in the commercial life of the city," said Doug Lauchlan, Chair, 1995-2004.



Smiles, courtesy Child and Youth Friendly Calgary



Children's Ability Fund of the Northern Alberta Crippled Children's Foundation

The Children's Ability Fund was established in 1947 (as the Northern Alberta Crippled Children's Fund) as a means to provide funds to assist people with disabilities in the communities of central and northern Alberta. Its mandate is to enhance the independence of people with disabilities. The Children's Ability Fund needs ongoing capital to continue to purchase the specially adapted equipment required by people with disabilities. The agency is committed to obtaining more corporate partners with similar interests supporting special programs, fundraising events and sponsorships. "As one of the longest serving charities operating within Alberta, we continue to be committed to making a difference in the life of a person with a disability by providing necessary equipment – equipment that may provide increased opportunities for a better quality of life," said Carol Russ, Executive Director.



And more smiles, courtesy Children's Ability Fund of the Northern Alberta Crippled Children's Foundation



Children's Cottage Society of Calgary

Since 1986, the Children's Cottage has been committed to the preservation and promotion of family life and the prevention of harm and neglect to children through a network of crisis, respite and support services. More than 3,600 children are helped annually through Crisis, Nursery, Community Respite Programs and goal-directed outreach services. "Each program exists to provide hope and support to children and their families," said Patty Kilgallon, Executive Director. "These programs are successful due to the combined efforts of professional staff, volunteers, funders like Children and Family Service Authority, FCSS, the United Way and numerous generous donations that make up 43 per cent of the required operating revenue. Together we ensure the well-being of children through protection, nurturance, safe havens and parent education."



Children's Services Centre, an Alberta Society

Since 1985, the Children's Services Centre has delivered programs to young children with a wide variety of special needs and has provided support and training to parents and caregivers of these children. Using a family-centred approach, the centre provides services to facilitate young children, age 0 to 8, to help them reach their potential and lead happy, fulfilled lives. The centre has undertaken a five-year capital fundraising drive to provide a new facility and with tremendous support from the community this goal was achieved in the summer of 2004. The focus is now on partnering to allow the centre to further develop current programs, engage in new initiatives and increase the number of children helped.



Premier Ralph Klein, Colleen Klein and young ribbon-cutter at the grand opening Children's Services Centre, Red Deer.



Clean Scene Network for Youth Society

Clean Scene is a primary drug and drug-related crime prevention program directed at grades 7 to 12 across Alberta and the Northwest Territories. The message is delivered through personal presentations that engage students and through web communications that help reinforce messaging. Clean Scene offers additional information, provides referrals where needed and serves as an evaluation tool. In 2004, the Clean Scene program was presented to over 32,000 participants in 68 school/community venues, an increase of over 5,000 participants from the previous year. In the coming year, Clean Scene will implement its new Clean Scene Peer Clubs for schools. The program is aimed at getting youth to help each other stay drug-free through peer support and peer leadership. The program will start in 30 junior and senior high schools in 2005-2006, and grow by 30 schools every year. "Clean Scene is a proven method of reaching out to young people who are using street drugs as well as many other young persons who might be entertaining experimenting with illegal drugs. The method of delivering the message provides firsthand information on the dangers and consequences of not only using the drugs, but also in becoming involved with those who do," said Don McDermid, Board Member, RCMP Assistant Commissioner (Retired).



Community Kitchen Program of Calgary

The Community Kitchen Program advocates a holistic approach to providing initiatives to reduce hunger. They work cooperatively with individuals, families and communities to help people learn to feed themselves in an economical, nutritious and sustainable manner. The goal is to assist Calgarians to overcome barriers of isolation, poverty and child hunger. The Souper Stars is their school nutrition program and they have two summer feeding programs: The Tummy Tamers Program and The Feeding Our Future program. The impact of the Community Kitchen Program in 2004 was: \$1.5 million of cost-savings back into the community, 8,765 Good Food Boxes delivered and 106,722 clients served, 206 tonnage of food into the community, 58,589 children fed, 38,628 adults fed and 90,934 meals prepared. The Community Kitchen is attempting to acquire a bigger facility allowing them to expand their outreach programs. The agency is reliant upon funding from multiple sources including two levels of government and corporate support. The agency requires an increase in financial support; volunteer hours, food donations and in-kind donations to continue to operate. “Under-nutrition, along with environmental factors associated with poverty, can permanently retard a child’s physical growth, brain development and cognitive functioning. Help us take a bite out of hunger,” said Marilyn Gunn, Executive Director.



Creative Kids Museum Society of Alberta

The Creative Kids Museum Society is dedicated to the development of the first children’s museum in Alberta. Its mission is to provide a space for children and their families to have fun in an exciting environment where hands-on discovery enhances creativity. Children’s museums launch children on a continuum of lifelong learning by providing stimulus-rich environments where children encounter things they can touch, move through, climb on, discover and otherwise explore. The Creative Kids Museum was awarded a Centennial Legacy Grant of \$2.8 million to build the

first children’s museum in Western Canada to open in the spring of 2006. The agency’s outreach program successfully completed Kids Construction – the first Construction event in Calgary and the only one with children in Canada. The project engaged 50 children ages 12 to 16 who experienced the design process and were divided into work teams with project coordinators and assistants. They designed a structure in consultation with an architect and built their creations out of 2,000 cans of peas, corn, and tomatoes, and 1,000 boxes of macaroni and cheese. All of the food was donated to the Calgary Interfaith Food Bank.



CREATIVE KIDS at work during the DEVO Art Gallery closing event



Crisis Centre – S.A.V.E.S.

The Crisis Centre – S.A.V.E.S. provides an education program and a 24-Hour Help/Distress Line to the David Thompson Health Region #4 serving at least 295,000 persons. The Red Deer-based agency has approximately 150 dedicated volunteers who provide over 35,000 hours of volunteer time, mostly on the distress line. In 2004, the Crisis Centre provided presentations on bullying and dating violence to 8,629 children. It also provided 974 interventions to children who have been sexually abused. The agency received an anonymous donation with which to purchase a new building where it can continue offering its services. Another \$50,000 donation was received from the Rotary Club of Red Deer to furnish the new space. “Children are our future. We will continue to provide our services so we can be partners in making Alberta the best and safest place to raise our children,” said Marilyn Watters, Board Co-Chair.



Staff help sort out holiday donations to the families of Davar Child Care Centre.



Davar Child Care Society

Since 1982, Davar Child Care Society has provided accessible and affordable childcare for families with children ages 0 to 12 years. With its city-wide childcare program and Child Care Centre in Forrest Lawn, Davar services close to 300 children every month. The Davar Child Care Centre in Forrest Lawn is a partnership with Hull Child and Family Services, Patch Project. The Patch Project is a comprehensive program that provides services to families across the spectrum of need. Davar, in partnership with Collaborative Mental Health (CRHA) provides ‘Supports to Early Childhood’ (SEC). This program assists other childcare programs in identifying, assessing and providing interventions for children with mental health concerns. Currently this SEC is associated with 10 childcare programs throughout Calgary, providing childcare to over 800 children. Davar Child Care Society is committed to increasing enhanced childcare spaces and availability, and continuing to provide the support necessary for children to thrive and families to succeed. “Children who receive quality childcare and whose families receive appropriate family support are less likely to need support in the future and more likely to succeed,” said Executive Director Susan Elson.



Diamond Valley & District Boys and Girls Club

The Diamond Valley & District Boys and Girls Club is a service agency designed to offer a diverse program base for youth and family in a resource and income restricted region. Qualified staff members develop each program with the goal of reducing risk factors, such as alcohol and substance abuse, vandalism, peer difficulties and low self-esteem. The Boys and Girls Club provides structured life, social and educational skill development year-round programs for children and youth aged 3 to 17. The primary focus is early intervention and prevention in a high-needs region which offers few activities or opportunities for youth outside of school hours. Programs are designed to overcome risk factors such as aggressive antisocial behaviour, difficulties in school and lack of community and family support. In the coming year, the Diamond Valley & District Boys and Girls Club will match funds through its own fundraising efforts as well as through volunteer hours and in-kind contributions.



Drayton Valley Community Foundation

The purpose of the Drayton Valley Community Foundation is to build and manage resources that enhance this community. The foundation aims to strengthen the community by building a permanent endowment fund, giving to the community through grants to registered charitable groups and providing community leadership by bringing people, resources and ideas together. The foundation's Jennifer Mulligan Scholarship Fund provides

tutoring services to students who need help, and the Youth Fund is directed toward projects in the community that help children. "The Drayton Valley Community Foundation takes great pride in the leadership and catalyst role we have fulfilled in our community and the strides we have taken in accumulating permanent endowment funds. Our role as a Promise Agency will allow us to continue enhancing the growth of our community with special focus on the future of our community – the children," said Marty Prentice, Chair.



The Drayton Valley Community Foundation displays their commitment to children and youth.

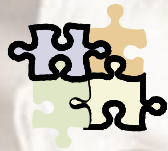


Easter Seals Camp Horizon

Easter Seals Camp Horizon is southern Alberta's principal provider of outdoor recreation programs uniquely designed for children and adults with special needs. Since 1965, almost 85,000 Albertans of all abilities have enjoyed the life changing experiences Camp Horizon offers. Activities at Easter Seals Camp Horizon excite, motivate and empower campers who are either seriously ill or physically and/or developmentally disabled. Over 85 per cent of current activities are directed towards children and youth. Easter Seals Camp Horizon offers subsidized five-day residential summer camps for people with special needs. They also offer therapeutic recreation retreats and respites throughout the year. Easter Seals Camp Horizon works in collaboration with many organizations, including Kids Cancer Care Foundation of Alberta, Canadian Diabetes Association, The Alberta Children's Hospital Nephrology Clinic, The Stollery Children's Hospital, Calgary Cerebral Palsy Association and Canadian Ostomy Youth Camps, to name a few. Camp Horizon is committed to both increasing and improving the services currently provided to children and youth in Alberta. "As a community of volunteers and caring staff, in partnership with the many people, foundations and corporations who support our vision, we can be catalysts for change, and we do make a difference," said Susan Law, Executive Director Alberta Easter Seals March of Dimes.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Davar Child Care Society
and Shaw Communications



Raising Awareness. Raising Funds.

"We know that children who receive quality childcare and whose families receive appropriate family support are less likely to need support in the future," said Davar Executive Director Susan Elson.

"We believe that connecting to the community is important on a multitude of levels."

Alex Park

SHAW COMMUNICATIONS

Children are precious cargo to say the least. And they certainly need care. Sometimes it's difficult for young Calgary families to handle the responsibilities of childcare. So they have been able to count on the Davar Child Care Society for accessible and affordable childcare since 1982.

Davar has contributed invaluable services with their city wide family childcare program and childcare centre in the Forrest Lawn community, providing for over 300 children each month. Davar is known for going the extra distance for the children under their care and their families.

Delivering programs to children aged zero to 12, Davar is able to assist families across the full spectrum of need. Partnering with the Hull Child and Family Services through the Patch Project, Davar offers families support in meeting their basic needs, crisis or ongoing counselling, employment and education support and parenting support.

The outstanding work being provided by Davar and the Hull's Patch Project has not gone

unnoticed. Last Christmas Alberta's Promise partner Shaw TV, through their Wagons for Wishes holiday program, delivered several vans full of clothing, toys and food items for the children under Davar's care. Shaw TV ran stories about the children and their families throughout the holiday season which promoted additional donations from the general public.



Susan Elson shows off a pair of Christmas stockings donated to the children of Davar Childcare Centre.

"Working with Shaw was an awesome experience and it really made the difference. The generosity of the Shaw staff and their viewers was overwhelming. It raised our profile and gave us the opportunity to raise awareness for some of

the other programs we support; Hull Child and Family Services and collaborative mental health care. With the help of Shaw and its viewers, we assembled 40 food hampers and 65 children received no less than two toys for Christmas," said Susan Elson, Executive Director.

"We believe that connecting to the community is important on a multitude of levels. Through charitable and community activities, sponsorships and the support of a myriad of educational projects, Shaw continues to support initiatives for family and youth," said Alex Park, Programming and Educational Services, Shaw Communications.

As their commitment to Alberta's Promise, Davar will increase enhanced childcare spaces and availability by at least five per cent in each of their programs. "We know that children who receive quality childcare and whose families receive appropriate family support are less likely to need support in the future," said Davar Executive Director Susan Elson. "We look forward to helping them succeed."



Edmonton Science Outreach Network

The Edmonton Science Outreach Network is a charitable organization that encourages children and youth to engage in science education. Programs include Scientists in School Classrooms, Answers to Science & Technology Questions, Science Field Trip Coordination and Science Workshops for Teachers. In 2004, the Network increased its volunteer base of scientists, technologists, engineers and trades people by 10 per cent. Through classroom visits, volunteers inspire children to learn more about science and technology. The Edmonton Science Outreach Network is currently planning a science education event geared toward children and youth called Seeing Sound to be held in the fall of 2005 in conjunction with Science & Technology Week. Seeing Sound will be an afternoon musical performance demonstrating the science of sound. "The Edmonton Science Outreach Network opens children's minds to the infinite possibilities of science and technology," said Dr. Michael T. Caley, Executive Director.



Families Matter

Families Matter is a charitable agency formed in late 2003 as the result of a merger of Calgary Community support for Young Parents, Calgary Family Connections Society and the Parent Development Centre. These well-regarded organizations have all served the city for over 20 years with effective programs. Now as Families Matter, their collective vision is that the community actively supports and values parenting and families. The agency realizes this vision by continuing to offer helpful, high-quality education and support to Calgary families. In the coming year, Families Matter would like to increase accessibility of services for children by 35 per cent, accomplishing this through increased financial support and volunteer commitment. "We are proud to add our hands and hearts in providing education and support that enables our children and parents to be resilient and successful," said Marva Quist, Interim CEO.



Family Centre of Northern Alberta

In existence since the 1920's, The Family Service Centre has evolved to promote the knowledge and skills people need to be healthy and effective and to intervene with families, communities and workplaces when change is required. A free service to the Capital Region, Roots and Wings currently experiences a wait list for its targeted clientele of vulnerable children and their families at risk of moving into serious difficulty without intervention. Partnership contributions will be used exclusively in direct service of these high needs families and children. The agency's goals for the coming year are to reduce the waiting list time from over two months to less than one, and increase the number of families and children served by at least 33 per cent. "The Family Centre believes that it is essential to the well-being of society that families be able to provide their members with all that is necessary for wholesome development. Roots and Wings works alongside distressed and at-risk families to make this goal a shared reality," said Rod Rode, President.

Drawing by Courtney



Fort Saskatchewan Families First Society

Families First is a small charitable organization that works alongside many other helping services in the community to offer programs that build on family strengths. The organization offers young parents the opportunity to improve their parenting skills and build their confidence. Families First also helps families discover what services and supports are available in the community that support their growth and peace of mind. The agency is headed by a volunteer board of dedicated parents who believe that children deserve a healthy start in a safe, strong community. In the coming year the agency will work with families and community partners to maximize family strengths. It will

work with the community and caregivers to determine and meet the needs of families. More than that, it will increase awareness of, and access to, family and community supports, increase family capacity to identify their needs and develop solutions to address their needs, and provide a safe, healthy community for young children to grow and develop. “Children are our greatest and most important assets. However, they are also the individuals most at risk in society. Fort Saskatchewan Families First Society strives to work with our local Child and Family Services Authority, as well as other community programming to ensure children in our community are receiving the care they so greatly deserve,” said Ken Cook, Board Chairperson.



Little Red Wagons at Fort Saskatchewan's Dow Centennial Centre Event



Fort Saskatchewan Rhymes and Storytimes

Rhymes and Storytimes is a no-fee, registered Parent-Child Mother Goose Program for parents/caregivers and their babies and young children to experience the power of using oral rhymes, songs and stories to strengthen parent-child bonds. The goals of the program include enhancing family literacy, linking parents with other resources in the community, and building a supportive group where isolated parents can feel comfortable. Teachers encourage parents to use language with their children from infancy on. Parents learn to touch their children appropriately, really look at their children making eye contact and observing the child accurately. They learn to be more aware and notice what other children are doing. “By working with other committed Promise Agencies and Communities, and by building on the wonderful work already taking place across the province to ensure the healthy development of children and families, we all help to make Alberta a better place for children to live, learn and grow,” said Heather Boonstra, Director.



Further Education Society of Alberta

The Further Education Society of Alberta is a charitable organization formed in 1996 whose vision is to provide lifelong learning opportunities to those who will benefit from training and educational development. The Society's objectives are to provide a variety of models of family literacy programs to grassroots community groups who work with marginalized learners, and to research and provide national award-winning training in our Literacy and Parenting Skills (LAPS) program. One in three Albertans struggle with the printed material they encounter in their daily lives. Further Education Society of Alberta has successfully partnered with many host agencies (eg. women's shelters, family resource centres in low income housing projects, cultural groups, community associations), other literacy organizations and a wide variety of funding partners. This past year Further Education made a re-commitment to sustainability of the organization with specific attention given to strategic planning, governance, program delivery and fund development. Current demand for our programs exceeds the limits of the Society's budget. With this in mind, Further Education is looking to the future and developing diversified funding. "We believe that together we can make a significant difference in the lives of our Alberta families," said Elaine Cairns and Laureen MacKenzie, Co-Directors.



Gordon Russell's Crystal Kids Youth Centre

The Gordon Russell's Crystal Kids Youth Centre is a drop-in centre for children ages 6 to 18 years. The centre provides recreational activities such as basketball, floor hockey, badminton and soccer, as well as offering video games, arts and crafts, pool table and board games. What's more, there is a supervised computer room with 10 computers. The children are served complete meals from Monday to Friday. In fact the centre sees an average of 1,000 to 1,200 child visits and serves between 500 to 600 meals per month. The centre is currently exploring the expansion of programming in the areas of social awareness, the arts and culture, and anticipates a growth of five per cent in programs in the coming year. "By providing a safe and supervised environment, we will encourage children to participate in positive activities as an alternative to prostitution, alcohol abuse, violence and drugs – all of which are prevalent in the children's neighbourhood," said Franki Fairfield, Executive Director.



Habitat for Humanity - Calgary
Building Homes ... Building Hope

Habitat for Humanity - Calgary

Habitat for Humanity's mission is to work in partnership with low-income families and the community to build hope through the construction of simple, decent and affordable homes for Calgary's families in need. The families work beside the volunteers and donors to build their own homes. The families then purchase the homes through no down-payment and no-interest mortgages. The mortgage proceeds are "recycled" to build additional homes. Habitat just completed the first year of a two-year building project, Sun Court. Located in the community of Dover, Sun Court is a 27-townhouse complex. Habitat is also building a house on the Stampede grounds in October 2005, to be moved to a lot donated by one of Alberta's Promise partners, Qualico Developments. "We know that home-ownership creates a secure environment in which children improve school performance and benefit from long-term relationships in the neighbourhood. Please join us in helping low-income families build equity in their homes and in their lives," said Rick Geddes, President and CEO.



Habitat for Humanity framing day for TransCanada June 26, 2004



Hera Society - Therapeutic Programming for Adolescent Girls at Risk

The Hera Society - Therapeutic Programming for Adolescent Girls at Risk (Hera) offers holistic multi-disciplinary services to adolescent girls experiencing extensive challenges in their lives. Girls, ages 14 to 17, who don't experience successes in school and feel unsafe in the community due to isolation, abuse, neglect and/or other negative experiences, are offered support to address their complex needs. Services include individual, group and family therapy, in-home family support, mentoring, specialized school programs, and Girls In Action/Youth Work. Hera is committed to increasing the number of volunteer mentors and classroom tutors by 10 per cent over the next three years. They are also planning to increase the number of community-based direct service hours by five percent. "Through an integrated service delivery approach, Hera has been able to make meaningful and positive differences in the lives of many adolescent girls by diverting them from street life and prostitution," said Debb Hurlock, Board Chairperson.



Heritage Community Foundation

By fall 2005, all of the Heritage Community Foundation's existing websites will be integrated into an electronic encyclopedia called the *Alberta Online Encyclopedia*, linking Alberta's heritage and information resources to all Albertans and users of the World Wide Web. The government of Alberta has invested \$1 million in the Heritage Community Foundation to create the encyclopedia as one of its legacy projects to celebrate Alberta's centennial. They are specialists in placing people, events, and stories in a context of meaning and discovery that includes history, science, culture, technology and nature. The development of online learning materials and youth programs are core activities of the Heritage Community Foundation. Their EDUKITS are virtual textbooks providing a wealth of interactive learning. They are a significant curriculum resource for the Province of Alberta's over 2000 schools, 35,000 teachers, more than 590,000 students in K-12 and the 59 per cent of Alberta households that currently access the Internet. The Alberta Museums Association established the Heritage Community Foundation five years ago and the mandate is to link people with heritage through discovery and learning. The foundation was created to ensure that heritage is valued by everyone, and to move heritage content to the "World Wide Web" allowing all people, particularly our youth, to interact with and contribute to their heritage. "We need to nourish their bodies, minds and spirits and inspire in them the desire to build a better world," said Adriana A. Davies, Ph.D., Executive Director.



Hope Foundation

Hope Kids™ learn to use hope in their everyday lives so that when they are making choices and decisions they see that there are alternative options rather than feeling hopeless and turning to drugs, suicide, crime, violence or dropping out of school. Hope Kids™, a program of the Hope Foundation of Alberta, encourages youth to intentionally bring hope to those with whom they interact. Over the coming year, the Hope Foundation, a centre affiliated with the University of Alberta, commits to expand Hope Kids™ projects to eight schools in the Edmonton area, to develop two pilot sites in the Calgary region and to develop an on-line resource for training and ongoing support. "Hope Kids™ gives me another perspective on life. You gain things from people you meet. The relationships you develop give you another insight into your own life and the lives of other people. You take a step back and look at what's going on in your life and make better decisions from gaining knowledge from other people," said one Hope Kid.



Hope Kid's volunteer shares the message of hope.



Hull Child and Family Services

Hull Child and Family Services has been serving many of Calgary and area's most severely disturbed children and troubled families since 1962. And in that time, Hull's mission, helping kids and families achieve success in their lives, has remained constant. Today, Hull provides an integrated continuum of services for at-risk children, youth, young adults and their families. Programs and services continue to help those with behavioural, emotional, developmental and mental health needs. In fact 1,300 clients are supported daily. Hull was instrumental in establishing the Calgary Youth Mentoring Coalition, whose purpose is to facilitate inter-agency collaboration towards the advancement of mentoring. Volunteers play a significant role and are integral to programs and services at Hull Child and Family Services. The agency is committed to supporting and increasing volunteer mentors for children and youth at risk, and to increase the number of one-on-one and group mentors by at least five per cent each year. "Volunteer mentors play a critical role by providing caring and support to young people. Mentors inspire confidence and help a young person feel cared about and special," said George Ghitan, Director.

Day of Giving, courtesy Hull Child and Family Services



Impact Society

Impact Society's vision is to inspire and motivate positive action in children and teenagers through empowering and caring mentors. The Society's flagship HEROES Project, an educational workshop presented in schools or communities, builds character in youth through educating and encouraging young people to understand themselves and their environment. In the coming year, the agency commits to increasing the HEROES Project to more schools and with greater student enrollment. The Impact Society entered into a strategic partnership with the Calgary Police Service to work with their Cops for Kids Program and also plans to pilot Kans4Kids, a social business venture that provides work experience to youth at risk. "We can change a child's tomorrow by offering them hope today. Impact Society exists to release the value every child possesses," said Jack Toth, Director.



Junior League of Calgary

The Junior League is an organization of women committed to promoting volunteerism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. The Junior League provides well-researched projects that directly impact the area of 'Strengthening Families through Education and Support'. The organization is currently operating its Junior Chefs program in 16 locations for an eight-week session for up to eight children per location. This program is provided three times per school year. The Junior Chefs program assists children in developing long-term nutritional knowledge, food preparation and safety skills. Many children who have been a part of Junior Chefs have built trusting, caring relationships with positive role models, through an educational and interactive experience. In the coming year the Junior League commits to expanding the Junior Chefs program in Calgary, while starting a pilot project outside of Calgary to test the Resource Kit for further expansion into Rural Alberta. Junior Chefs is currently running in Edmonton through the Junior League of Edmonton. "Since 1950, the Junior League of Calgary has provided over \$2,050,000 and 1,310,000 in volunteer hours to our community," said Terry Guidry, President.



Junior League of Edmonton

The Junior League of Edmonton is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable, and the focus is to help children, youth and families at risk. The Junior League's current major project is Junior Chefs. By partnering with community agencies, Junior Chefs teaches nutritional information, meal preparation, food safety and kitchen hygiene to children in the greater Edmonton area. The Junior League commits to reach 200 kids over the next two years (20 programs of 10 kids each). "As Junior League of Edmonton volunteers, not only are we teaching basic nutrition, meal preparation and kitchen hygiene, but we also have the opportunity to make a difference in the lives of children enrolled in the Junior Chefs program," said Kim Krushell, President.



Junior Leaguers, Junior Chefs

KARA Family Resource Centre

KARA Family Resource Centre is located in northeast Edmonton and strives to provide a safe environment while offering programs that enhance self-esteem and independence through education, role modeling and hands on learning opportunities. KARA recently leased a Capital Region Housing Tenant Centre in west Edmonton called the KARA-West Interactive Parenting Centre. The agency is currently exploring programming for this site that will meet the needs of the neighbourhood families. Their focus is to continue KARA's mission of 'to promote the healthy development of children by empowering families'. "When I needed help the most, KARA was there for me. I've been able to move on in my life, and now I'm in school," said a former KARA client.



Kids Cancer Care Foundation of Alberta

The Kids Cancer Care Foundation of Alberta is a coordinated, integrated community-based organization designed to holistically bring together all the knowledge and resources needed by children with cancer and those who love and care for them. It provides financial resources to three areas of childhood cancer projects – Kids Cancer Camp, Kids Cancer Research and Kids Cancer Clinical Support. This holistic, well-rounded approach to the support of children with cancer helps to ensure not only a recovery in the physical sense, but in heart and mind as well. All of the agency's activities support children and youth, and it continually strives to increase support for both program and funding areas. Kids Cancer Care is looking to increase its commitment well over \$50,000 in the coming year. "Investing in children is a wise decision and one that will provide pleasant returns year after year," said Christine Wandzura, Founder and CEO.

Kids Help Phone

Kids Help Phone is Canada’s only toll-free, 24-hour, national, bilingual telephone counselling service for children and youth. Calls are free, anonymous and confidential, helping young people through counselling or by referring them to services in their own community. The agency helps about 1,000 kids every day through its phone counselling and Internet services. In addition, Kids Help Phone operates a Parent Help Line, provides public education, and promotes Kids Help Phone Student Ambassadors to help raise awareness about the service among their own peer groups. Kids Help Phone is committed to continuing to be there for kids in over 260 communities in Alberta and to ensure no child gets a busy signal. “We are now counselling through two media instead of one and we cannot keep up with the demand because we simply don’t have the funds necessary to expand our counselling resources,” said Christine Simmons-Physick, Vice President of Child and Family Services, Kids Help Phone.



Letbridge Student Ambassadors pledge support for the Bell Walk for Kids Help Phone.

Kids Kottage Foundation

Kids Kottage provides emergency childcare in a safe, homelike environment to children whose families are experiencing distress or crisis. In partnership with the children’s parents, professional childcare workers and trained volunteers tend to the children’s physical, social and emotional needs during their stay at the Kottage. This provides the child’s family opportunity to secure outreach or follow-up services from Kids Kottage to help them

find appropriate community resources to better deal with fundamental issues that are impacting them. The agency promotes the health and well-being of children and their families and helps prevent child abuse and neglect by supporting all families who need support through their crisis. “Alberta’s Promise is a fine example of government and community working together in the best interest of children and youth,” said Lori Reiter, Executive Director.



Kids Kottage dancer



Kids Up Front Foundation (Edmonton)

Kids Up Front Edmonton is a charitable organization that provides entertainment and educational opportunities to children in need. It partners with corporations, entertainment venues and the public to “recycle” tickets that would otherwise go to waste. These tickets are given to 75 child-serving agencies, and they in turn distribute them to children and families in need. These opportunities allow these families to have fun and spend quality time together so they can heal, bond and unite. In 2003, Kids Up Front provided 4,750 opportunities valued at \$73,681. This year, the agency provided 5,527 opportunities valued at \$129,129. All indications for 2005 are that these numbers will be exceeded with over 5,000 opportunities provided in the first quarter alone. In 2004, the organization teamed up with the RBC Foundation, the Citadel Theatre and the Eldon and Anne Foote Fund to launch a two-year pilot Kids Up Front at the Citadel. During the course of the pilot, Kids Up Front will distribute 500 tickets for the world premiere of *A Giraffe in Paris* by Mark Haroun. Also in 2004, HSBC Bank of Canada donated 500 tickets to Kids Up Front for *Mystery of the Nile*, showing at the Odyssey’s IMAX Theatre. “For many, evenings out are rare opportunities to spend quality time with family, have fun and just enjoy being a kid. Although these tickets have a donated value of nearly \$350,000, the impact these outings have had on the families is priceless. We are making a difference in someone’s life – one ticket at a time,” said Harold Cornish, Executive Director.



Kids Up Front Foundation (Calgary)

Kids Up Front is a charitable organization that uses event tickets for healing. If you “Can’t Use Your Tickets” donate them to Kids Up Front. They partner with corporations, the public, entertainment and recreational organizations to make sure empty seats are filled with children and families who could really benefit. In turn, they partner with 120 child-serving, charitable organizations whose clients become the ticket recipients. Kids are attending major sporting events, concerts, theatre and participate in trips out of town, summer camps and horse-back riding. There are many barriers that keep children from reaching their full potential, and Kids Up Front is helping to open doors to their potential. The tickets translate into hope and possibilities, help to build self-confidence and a feeling of “fitting in” to society. “With the help of our caring community, Kids Up Front will continue to increase the number of opportunities for kids and families in Alberta,” said Barb Radu, National and Calgary Executive Director.



Photo of four girls by Robert Bray, The Art of Photography



Kids with Cancer Society of Northern Alberta

The Kids with Cancer Society, established in 1979, is a registered charitable organization providing programs and services for children and their families residing in the Northern Alberta/ Northwest Territories region. The main beneficiaries of our services are children and youth. Focusing on the entire family, programs and services are designed and implemented to meet the unique needs of children with cancer at various stages of the disease. In this regard, programs are provided to support our families during times of diagnosis, survivorship and bereavement. The Kids with Cancer Society is passionately committed to enhancing and expanding the programs currently available to children and adolescents facing cancer, focusing its energies on raising additional funds while maintaining fundraising and administration costs well below industry standards. In the coming year, the agency commits to addressing the needs of children living in rural areas, and also the provision of support for bereaved families. “Children with cancer deal with their disease with strength, courage and determination. We are inspired by their courage and are committed to expanding the programs and services required to assist them throughout their journey with childhood cancer,” said Lyle R. Best, Chairman of the Board.

PROMISE PARTNER **Feature**

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Junior League of Calgary



*A Healthy Education For
The Next Generation*

“It’s a fabulous program and I’m so proud to be a part of it. Our signature sponsor, Canada Safeway Foundation, has signed on for the next three years, which is fabulous because it allows us to expand. We have a waiting list of schools and the demand continues to grow. Being a part of Alberta’s Promise has been phenomenal,” says Joannetar Harmsesl, Project Coordinator, Junior Chefs program.



"These programs teach young people nutrition..."

Sue Bonville

CANADA SAFEWAY FOUNDATION WORKING WITH
THE JUNIOR LEAGUE OF CALGARY

The truth is, there are startling national and local statistics on both child hunger and obesity. That's why the Junior League of Calgary developed the Junior Chefs program to help children ages 9 to 12 years of age to become aware of the long-term nutritional knowledge they need to make healthy food choices. One thing's for sure, when these children learn how to cook for themselves and what foods are better for their well-being, they will automatically take more responsibilities in choosing quality lifestyles. More responsibility translates into solid and confident youth.

Here's how the program works. For 90 minutes a week, for eight weeks, students enrolled in Junior Chefs prepare simple, nutritional snacks and small meals. The program teaches food preparation, kitchen safety, table setting, table manners, and the importance of clean up. In short, promoting positive socialization, life skills, school attendance and family time enhances the lives of these children.

Of course, this revolutionary program wouldn't be possible without the support of Alberta's Promise partners like Canada Safeway Foundation – who

not only fund the program, but donate kitchen equipment and supplies as well. The Junior League of Calgary also provides funding, along with office space for the project coordinator, office supplies, photocopier, separate telephone and Internet lines, storage space for teaching and equipment supplies and facilities for volunteer training. The program currently draws on over 80 Junior League of Calgary volunteers.



Piloted in three Calgary Board of Education (CBE) elementary schools, it is estimated that Junior Chefs has positively impacted over 500 of Calgary's children and their families. The program has been so well received by teachers, principals and parents it has grown to encompass 16 locations across four separate organizations – and promises to grow even further. All of

these organizations have requested that Junior Chefs return for the 2004-05 school year, with many other schools and organizations requesting the program. As well, Junior Chefs is already planning to run summer camps at the Junior League of Calgary's facilities during the summer of 2005-06.

"Caring about our children and the communities in which they live has been a Safeway tradition for more than 75 years. The introduction of the Canada Safeway Foundation in 2002 firmly establishes our commitment to helping less fortunate children and their families realize their dreams and their potential. Together with the help of customers, friends and employees the Canada Safeway Foundation has provided over \$1.6 million to organizations including: Boys & Girls Club, Junior League - Junior Chef program and Meals on Wheels. These programs teach young people nutrition and help them to develop skills, relationships, values and positive self-esteem. We believe that by working together we are making a positive change in so many children's lives," said Sue Bonville, Manager, Canada Safeway Foundation.



KidSport Society of Alberta

KidSport Alberta strives to help disadvantaged children participate and gain valuable benefits from playing organized sport. The agency wants all kids in Alberta to have the opportunity to play sport and live a healthy lifestyle. KidSport is always looking to assist new communities and partner with different groups to reach out to more kids and advocate the importance of sport and healthy lifestyles. In 2004, KidSport, along with 32 local organizing committees across the province, helped 2,686 kids play sports by providing \$394,866.87 to sport organizations to assist with their registration fees. The agency worked closely with five schools and EnCana Corporation to bring the 'Lifestyles Journey' pilot project to 1,000 kids in Alberta. "Our organization relies on our volunteer base to raise funds, advocate and distribute funds to kids across Alberta. Their hours of dedication are amazing and it shows in the number of kids we help each year in Alberta," said Kelly Blackshaw, Chairperson of KidSport Alberta.



Lakeland College Early Childhood Development Centre

The Early Childhood Development Centre provides developmentally appropriate care and learning experiences for young children in the Vermilion region. The centre provides parents the opportunity to leave their children with caregivers that are educated in Early Childhood Development from the Lakeland College ECD Diploma Program. In the coming year, Lakeland College President Mark Lee and Executive Vice President Brian Larson have committed to providing the operating funds to continue the child development centre in a time of fiscal restraint. The Lakeland College Awards Program is continually growing and developing to reflect the progressive and innovative nature of the institution. The parent information board provides parents an opportunity to research their concerns. The Early Childhood Department instructors are also available as specialists in the field. "Lakeland College is committed to providing Child Development Centre services to the community of Vermilion and area," said Brian Larson, Executive Vice President, Lakeland College.



Learning Disabilities Association of Alberta

The goal of the Learning Disabilities Association of Alberta (LDAA) is to support people with learning disabilities so they can develop to their full potential. As the provincial office of the LDAA, programs and services are directed towards province wide concerns. LDAA's commitment to children and youth continues to grow with the Web Based Pilot Project (WBTT) and Alberta Education's interest to continue with the project for the next school year. A Communications Director was also hired to further the objectives of the society using some of the guidelines as set out in the Alberta's Promise application. The LDAA has been focusing on expanding and improving its ongoing initiatives to support children and youth in Alberta. LDAA initiated a writing contest for Learning Disabilities Month for children and youth with learning disabilities as a means to focus on their talents, and build confidence and self-esteem. "For success, individuals with a learning disability require early identification and timely specialized assessments and intervention. Involving home, school, community and workplace settings becomes critical to helping these children. With support, these individuals can develop ways around their invisible disabilities to be contributing members of society," said Harvey Finnestad, Executive Director.



Learning Disabilities Association of Alberta - Calgary Chapter

In 2004, the Learning Disabilities Association of Alberta – Calgary Chapter (LDAA-CC) continued fostering its commitment to children and youth. The organization served and supported close to 2,500 families that have children affected by learning disabilities. It provided social and educational opportunities for children and youth and it provided workshops to parents. Participation in LDAA-CC's youth programs increased in 2004, showing that the organization's services are needed in the community. Vocational Design is a pilot program that is currently being developed and tested in three Calgary high schools. This is a transition support program for young adults with learning disabilities. "I have to admit that before I started working here and getting to know these children, that I, too, was misinformed and very judgmental about learning disabilities. But, after seeing the energy, dedication and spirit that these kids have for life, it has really made me realize how special they truly are," said James Woodall, Counsellor.



Literacy for Life books and toys



Literacy for Life Foundation

Literacy for Life Foundation provides early intervention programs to children and youth in the Municipal District of Foothills #31. Programs teach parents strategies so they can help their children reach their literacy and learning potential. Programs build on the strengths of the parents and provide them with tools to help with parenting, social support and referrals to other needed family supports. These programs include Books for Babies, Rhythm and Rhyme, Building Blocks in Home Family Literacy Program, Story in a Bag, Literacy Events and Pool Rhyme Time. Literacy for Life works in partnership with schools, Health, FCSS, libraries, agencies, and other literacy programs, and believes strongly in the value of building relationships and community capacity. The agency's ongoing goal is to provide programs to all families that request them. Literacy for Life is building a major fundraiser for the organization. "Wheels and Words Charity Motorcycle Ride" has been designated as the major annual fundraising event and the foundation is working to make this a viable source of funding that will meet the needs for family literacy programs. "Literacy for Life, through its many programs, demonstrates the belief that we need to start with children as soon as they are born, through their young family years and on through life to help them become happy, healthy and productive citizens," said Jim Graham, Chairman.



Lloydminster Explosion Dance, Gymnastics & Theatre Association

The Lloydminster Explosion Dance, Gymnastics & Theatre Association offers inspirational programs and activities to children who need that extra nurturing and guidance. Programs and activities include dance (hip hop, jazz, tap, ballet and highland), gymnastics and musical theatre. These are offered throughout the school year as well as the summer months. Participation in these programs offers opportunities for children and teens to set and achieve goals, learn self-discipline, forge solid friendships and discover their true potential. In addition to maintaining its volunteer commitment, the association plans to seek more children to sponsor in the coming year. "Our goal is for those kids involved in our programs to embrace positive activities as stress outlets. We hope to create a sense of belonging, and a sense of purpose in these kids, and to reinforce healthy life coping skills," said Vivian Nelson, Director. "We are committed to creating a sense of community and of future for all kids who, as keepers of tomorrow, will surely pass it on."

McCauley Community After School Care Association

The McCauley Community After School Care Association is a small charity that provides daycare and school age childcare in four Edmonton locations. The association also provides some parent evenings, family gatherings and staff training. In the coming year, the association intends to increase the number of volunteers to help provide a better program for the children. More volunteers will mean more one-on-one time with the children. “We provide a developmentally appropriate program for children aged 17 months to 12 years. We offer support to the whole family, referral to other community agencies and a nurturing environment for children, parents and staff,” said Molly Platts, Executive Director.

Newell Community Action Group

Newell Community Action Group

The Newell Community Action Group has been in operation for 24 years in the Brooks area. It provides 16 programs for people with special needs aged three years to senior. The agency is located in the Town of Brooks and serves the needs of town residents as well as the County of Newell. In recent years, the agency has also provided services to special individuals outside this geographic area. The agency currently provides services to special needs children through home support services (newborn-17 years), educational support, the Catalyst Program for children with severe difficulties, Crossroads Summer Camp for Children with Disabilities and Youth Connections (career and vocational counselling). In the coming year, the Newell Community Action Group Agency is planning to build a new Brooks Community Service Centre. This facility will greatly enhance the current services provided and allow many more children to have access to training and equipment over the next 10 years. The Town of Brooks and other local agencies are partners in this new service centre. “The Newell Community Action Group is planning today to meet the needs of your children and grandchildren,” said Brian Crumblehulme, Director.



Kinsmen Christmas 2004 clown face



Pembina Crisis Connection Society

The Pembina Crisis Connection Society is committed to preventing violence and suicide in the Drayton Valley community. Funds are raised to ensure a Distress Line remains available and emergency transportation is immediately provided for women and children to women's shelters when necessary. Most of the society's education and awareness work is done with children and youth. In the coming year, the Pembina Crisis Connection Society plans to increase the number of bullying prevention sessions to students, teachers and businesses. The society will continue to deliver other valuable sessions about 'Healthy Relationships' to junior/senior high students. "The Pembina Crisis Connection Society is committed to working towards a community in which children and youth do not have to feel the effects of violence and suicide," said Dana Sharp McLean, Board Chairperson.

Pincher Creek Children's World Daycare/Day Homes

Pincher Creek Children's World Daycare/Day Homes is a charitable society that has been in operation in Pincher Creek for over 23 years. The organization is committed to providing a loving and nurturing environment for children ages newborn to 12 years old, providing the opportunity for children to grow and develop at their own pace. Families in the area are given the choice of either a centre-based program or a home-based program. Both programs are licensed by Alberta Child and Family Services. Pincher Creek Children's World Daycare/Day Homes has a wonderful group of parents and staff that spend many of their own hours helping the center in many different ways. They just recently participated in the local trade fair and their excellent volunteers had a great time painting faces and having fun with the local children. "We develop tomorrow's leaders through today's play," said Jessica Burke, Chairperson.



Prairieaction Foundation

The *Prairieaction* Foundation exists to fund community-based action research into the disturbing and costly issues of violence and abuse. This research is vital to keep children safe in order for them to reach their highest potential. The *Prairieaction* Foundation believes the best research occurs when academics collaborate with those workers who see the effects of this violence daily. Research must be relevant, it must be community-based and it must produce useful results. Building on *Prairieaction's* regular financial support for RESOLVE – which conducts studies into issues of child abuse, bullying, aboriginal youth, youth involved in prostitution and family violence – the foundation launched its National Community Grants Program in 2004. RESOLVE Alberta evaluated the effectiveness of a pilot Community Safe Visitation program at the YWCA Sheriff King Home in Calgary. "We now know that family violence, in all its forms, is the single biggest impediment to human development. That's why it can no longer be considered an issue affecting only women and children, or any one individual who is abused," said Margaret Newall, Chair.



Rainbow Society of Alberta

A child. A wish. A dream come true. For nearly 19 years, the Rainbow Society of Alberta has been granting wishes for Alberta children aged 3 to 18 years who are diagnosed with a chronic or life-threatening illness. In that time the agency has never denied a child who qualifies their wish. Every year 5,000 children in Alberta are diagnosed with a chronic illness and it's these children the society is inspired to help live out their dreams. The society does not receive any government funding and relies solely on private and corporate donations. Proceeds offered 'in memoriam' or raised through a variety of fundraising activities also support this valuable concept. The Rainbow Society's goals for the coming year are to continue to work to increase awareness and dollars raised, and to grow the endowment fund to where it can grant a wish to every child diagnosed in Alberta. "There are no insurmountable obstacles... only dreams and wishes left unfulfilled. Both dollars and volunteers can provide the power needed to fulfill the dreams of Rainbow's special children," said Craig Hawkins, Executive Director.



Supporters at the Rainbow Society Fundraiser, Spin a DISC



Science Alberta Foundation

Science Alberta Foundation is a charitable organization that partners with educators, parents and communities. Resources are designed, developed and delivered specifically to motivate children, youth and families to embrace lifelong science and technology learning. They are created to nurture the natural curiosity of children and youth and to develop deep and enduring knowledge, skills and attitudes in science, math and technology. Science Alberta Foundation has a strategic plan, a business plan, a communications plan and a resource development plan that provide directional guidelines to set the course of growth. This growth includes expanding its classroom in Alberta by 2020. They also plan to expand web-based programs, facilitate science festivals in the province, and develop and provide activities and materials for summer science camp programs. "Since 1990, our creative, innovative programs and resources have transformed difficult scientific concepts into visual and understandable concepts for children, youth and families across the province," said Arlene I. Ponting, PhD., Chief Executive Officer. "We are continually developing innovative new strategies to advance the public understanding of science."

Young Aboriginal dancers at a Science Alberta Foundation event



Society for Treatment of Autism

The Society for Treatment of Autism is Western Canada's leader in delivering comprehensive treatment and educational services for people with autism and related disorders. Intensive treatment is provided for children ages 3 to 18, focusing on Occupational Therapy, Behavioural Therapy, Speech Pathology, Social Work and Psychology. The society offers quality support, consultation and educational services for families and communities in Alberta. Society plans for the coming year include the ongoing capital campaign to raise the \$3.8 million needed for the construction of a new world-class facility incorporating specific needs of children with autism. "Since 1977, we have used highly effective Early Intervention Treatment to create measured improvement in the lives of children with autism," said Joe Fardell, Board Chair.



Southern Alberta Child and Youth Health Network

The Southern Alberta Child & Youth Health Network (SACYHN) is a dynamic, voluntary collaboration among individuals and organizations concerned with the health and well-being of all children, youth and families. The network works to build and sustain links across child-serving sectors and geographic regions. SACYHN committed to increase the provision of pediatric outreach services by five per cent and successfully exceeded this commitment in a number of ways. During the past fiscal year over 90 outreach clinics have been provided in 11 clinical service areas in six communities throughout Southern Alberta. SACYHN also committed to increase primary care capacity to identify and respond to maternal risk factors and children's mental health issues. SACYHN is meeting these commitments in a number of ways, one of which is the development of the SACYHN Healthy Infants Initiative. SACYHN has also been successful in meeting its commitments to increase the participation of youth and parents in planning, and also in increasing knowledge of best practices through evaluation of the network. "SACHYN is committed to strengthening linkages across sectors and regions and to building community capacity to respond to the broad health needs of children and youth," said Janice Popp, Director.

Members of SACYHN at work



Sport Central

Edmonton's Sport Central was formed to ensure that all children have access to sports equipment. Since 1991 over 50,000 kids in the communities of Central and Northern Alberta and the Northwest Territories have been able to participate in sports as a result of being "loaned" much-needed equipment. With a focus on promoting safety in sports, many types of equipment make their way to the kids. Loaned equipment includes hockey, soccer, volleyball and softball items as well as bicycles and helmets. Children in need are loaned equipment through a network of agencies of which Big Sisters and Big Brothers, Boys and Girls Clubs, schools, and municipal and provincial government departments are all part. In the coming year, Sport Central is committed to continuing to provide sports equipment to needy kids. "Sport Central is committed to assisting needy children to access all kinds of sports equipment," said Jim Harvey, General Manager.



St. Albert Youth Community Centre

The St. Albert Youth Community Centre offers barrier-free access to programs and activities focused on building assets and skills in youth and supporting networks for their families. The centre cooperates with youth, families, service clubs, government agencies, businesses and community members and organizations to provide a variety of opportunities. They offer education, prevention and crisis services in a safe and supportive environment. Programs include a youth activity centre, after school program, music program, summer programs, concession work experience, Heads Up Program, Young Chefs, CAPcom computer labs, in-school mentoring, youth employment services and volunteer coordination. In 2004, the centre experienced over 14,000 visits a year, with more youth participating in the programs. The centre enhanced its program delivery by partnering with Transitions, AADAC and Stop Abuse in Families. "We achieve our mission by developing a variety of partnerships with local businesses, service clubs, local government and individuals," said Chris Richards, Board Chair.



St. Albert Youth Community Centre wagon recipients

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



The Gift of Health

"... it has been incredibly helpful to have the Stollery Children's Hospital Foundation supporting us. They have helped to ensure that the equipment that these children need is there when we need it," said Dr. Terry Klassen, Chair, Department of Pediatrics, Stollery Children's Hospital.



“As a leader of physicians caring for the sickest...they have helped.”

Dr. Terry Klassen

STOLLERY CHILDREN'S HOSPITAL

For many, there can be no other greater hope and promise than to ensure that every child in our province has the opportunity to grow up happy and healthy.

As the fundraising vehicle for the Stollery Children's Hospital, the Stollery Children's Hospital Foundation works to ensure all children have access to first-class health care, by inspiring people to invest in miracles for children.

Since the foundation joined Alberta's Promise, it has continued its commitment to the children of Edmonton, Northern Alberta, and throughout Western Canada, by fundraising for the children's hospital.

In December 2004, the foundation staged its most successful Snowflake Gala attracting more guests and raising more funds than ever before. In April 2005, the foundation held a record-breaking Radiothon with the support of fellow Alberta's Promise members, CORUS Radio and

Foresters – becoming the first market of its size in North America to raise over \$1.3 million. The success of the Stollery's initiatives helps raise money to fund critically needed pediatric operating room equipment for children who come to Edmonton for specialized care.

Through the Foresters' Champion Child program, Dylan Stork, a 15-year-old boy from Blackfalds, has become the Stollery's ambassador for the year, helping show how important the Stollery Children's Hospital is to children like Dylan throughout Alberta and beyond.

The Stollery Foundation has continued to fund the purchase of equipment to ensure specialists have the latest instruments and machines to provide the best pediatric care, as well as research funding to provide the latest in treatment options.

“As a leader of physicians caring for the sickest and most complex of children with health

problems it has been incredibly helpful to have the Stollery Children's Hospital Foundation supporting us. They have helped to ensure that the equipment that these children need is there when we need it. They have also been very supportive of research which allows us to develop newer and even better ways of caring for children. It is without reservation that I say that the children in Northern Alberta are better off because we have the foundation by our side,” said Dr. Terry Klassen, Chair, Department of Pediatrics, Stollery Children's Hospital, and Ex-Officio, Stollery Children's Hospital Foundation Board of Trustees.



Mother and child, photo courtesy Theresa Lightfoot



Stollery Children's Hospital Foundation

The Stollery Children's Hospital Foundation is the fundraising vehicle for the Stollery Children's Hospital, which ensures all children from across Canada and beyond have access to first class health care. The foundation will realize its commitment to Alberta's Promise by continuing to make a difference in the lives of sick and injured children by raising money in support of priority needs at the Stollery Children's Hospital. In April of 2005, a record-breaking radiothon raised over \$1.3 million to fund critically needed pediatric operating room equipment. "The Stollery Children's Hospital Foundation inspires and motivates people to invest in miracles for children," said Dianne Young, President and CEO.



Father and child, photo courtesy Theresa Lightfoot



Success by 6®/United Way

Success By 6® was developed as an alliance bringing all sectors of the community together to streamline existing services and resources. The need was to provide children, prenatal to age six, with the necessary childhood development to enter school ready to learn and to realize a meaningful, self-sufficient future. Success by 6® initiatives include: Classroom on Wheels (COWS), Healthy Families, Centre for Family Literacy, A Report Card On Edmonton's Children, The Community Team and the Champions For Kids. In the coming year, the agency is committed to the continued growth of its current programs as well as responding to newly arising issues and needs. "A healthy childhood begins with a safe, nurturing environment to foster self-esteem, the expression of individuality and the creation of a lifelong learner," said Carol Gilfillan, Director.



The late Dr. Lois E. Hole C. M., A.O.E., former Lieutenant Governor of Alberta, getting a bug, and Hon. Dave Hancock, Minister of Advanced Education at a Success by 6® event.



United Way of The Alberta Capital Region

The United Way of The Alberta Capital Region strives to bring people and resources together by building caring, vibrant communities through supporting the most vulnerable in the community. The agency's work is focused on four key areas – healthy children and youth, strong families, self-reliant individuals, and supportive communities. The United Way of The Alberta Capital Region is also committed to increasing allocations to programs that give children a healthy start and promising future. "We are producing positive, meaningful results to promote healthy children, strong families, self-reliant individuals and supportive communities. We help to raise healthy children and youth by contributing to physical, intellectual, emotional and social development," said Anne Smith, President and CEO.



United Way of Calgary and Area

United Way of Calgary and Area's mission is to create extraordinary communities by linking people to resources, encouraging partnerships and cultivating giving. Creating opportunities for children and youth is one of their key areas of focus. In the coming year, United Way of Calgary and Area is committed to implementing an Aboriginal Youth Strategy to increase high school graduation rates of Aboriginal students in Calgary and area. "Meeting the immediate needs of children and youth while working to improve the outcomes for their future means an Alberta of tomorrow will be significantly stronger than the Alberta of today," said Ruth Ramsden-Wood, President.



United Way of Lethbridge and South Western Alberta

Founded in 1941 as the Community Chest, the United Way of Lethbridge and South Western Alberta strives to build a better community by organizing the capacity of people to care for one another. The United Way is committed to forming partnerships with volunteers, agencies, businesses and corporations to expand its resources and will continue to work towards providing a safe and healthy community for children and youth.

Victoria School Childcare Society

Victoria School Childcare Society provides high quality childcare services to children ages 2 to 12 years and their families. The daycare program is accredited by the Child and Family Resource Association for exceeding the minimum requirements set by Alberta government regulations. The school age program is a member of the School Age Care Directors Association of Alberta, Edmonton Area Chapter, and is an extension of the children's classroom learning experience. Victoria School draws students from all parts of Edmonton as well as outlying areas like Sherwood Park and St. Albert. The program employs five full-time Level 3 Class A program staff, creating stimulating, interesting and challenging environments for children. In the coming year, staff will continue to mentor work experience students and Early Childhood Development students from Grant MacEwan College and volunteers. When Victoria School builds its new building, the program hopes to expand its school age program by 12 spaces to accommodate more families. "All children should have a safe, enjoyable and high quality environment to spend their time before and after school hours," said Teresa Ebbert, Executive Director.



Elk Island Children's Choir performs at the Alberta's Promise Wagon Ceremony in Edmonton, April 2005.



Wetaskiwin Youth Centre

Wetaskiwin Youth Centre promotes the healthy development of children, youth and families by providing quality programs and services in a safe and caring environment. The facility is home to two societies – The Boys and Girls Club of Wetaskiwin and Big Brothers Big Sisters of Wetaskiwin. The Boys and Girls Club of Wetaskiwin is a safe place where all children and youth are valued, feel a sense of belonging and where overall development is promoted through fun and quality programs. Offerings include After School Drop In, Day Camp Programs, Native Friendship Club, Leadership Development Programs, Assets in Youth, and the Enrichment Program. These are specially designed to assist youth and families in developing skills for healthy functioning by addressing specific problems and issues. Big Brothers Big Sisters of Wetaskiwin provides positive support, mentorship and community links to children, youth and families in need. Healthy development is promoted through quality services that include a Mentoring Program and an In-Home Family Support Program. The Youth Centre intends to increase its membership by five per cent in the coming year, and develop and deliver a program to 6 to 12 year olds to address healthy lifestyles. “We are excited to be a Promise Agency that will work with our community to empower children and youth to reach their potential,” said Marie Anne Fournier, President.



Wood's Homes

Wood's Homes works with over 400 children and their families daily with programs available throughout Calgary and in Red Deer, Lethbridge, Canmore and Wheatland County. Wood's offers more than 25 residential, educational and community programs. The foundation's NOW program (New Opportunities for Work experience) reached well over 100 youth in its first year of operation. The NOW program is a critical component in the continuum of care because education and preparation for adulthood are extremely important for all youth. “Forgiveness and respect are cornerstones of the support offered by Wood's and we strive to ensure that we are the safe haven that people need during their times of crisis. It is well known that we never give up on kids, never turn anybody away, we never say no,” said Jane Matheson, CEO.



YMCA Calgary

For more than a century, hundreds of thousands of kids, teens, adults, and seniors have looked to the YMCA, to make healthy choices, to connect and belong, and to reach their potential. Each year 65,000 people from all walks of life depend on the YMCA Calgary's programs and services in health fitness and recreation, residential camping and community programming to improve themselves physically, mentally and spiritually. Today, one in every four, or 10,500 children and youth will receive financial assistance due to their principal of provision of equal access for all. They believe all children and youth deserve to have fun and participate in programs regardless of their financial circumstances. In 2005 the YMCA is embarking on a five - year, \$35 million Growing Strong Together Community Campaign to meet the need for increased programs and services in the Calgary community. “The YMCA volunteers and staff are passionate and committed to the five-year vision of seeing the YMCA Calgary continue to build strong kids, strong families and strong communities,” said Wayne Perkins, President and CEO.



Participants in the YMCA Strong Kid's Marathon



Young Life

Young Life is a non-denominational Christian organization that has worked directly with Alberta's youth since 1975. Staff and volunteers connect with youth in their environment through special camps and fun activities that emphasize positive role modeling, contribution, leadership and faith. The demand for Young Life involvement in high schools is so great that there is a waiting list. In Edmonton alone they work with over 3,000 children a year and positively affect another approximately 8,000. Through their effective programs, supportive relationships are built in a variety of ways. Young Life organizes weekly clubs, weekly small groups that explore life and the Christian faith, and one-on-one 'hangin' out' sessions. They plan scheduled or occasional special activities like ball hockey, go-carting or ice-blocking. A variety of camping options are also available which include fall camps, special interest camps (e.g. ski, snowboard and skateboard camps), and unique summer resort camps at Malibu and Rockridge. "It is encouraging to me that Alberta's Promise is rallying the entire province to make continued commitments to improving the lives of our children by investing in non-government organizations that have grassroots support and proven track records. These organizations are already mobilized, motivated, efficient and effective. Because of this, they are a great investment in terms of return on a dollar. We are committed to doing our part to make Alberta the best place in the world for children to live," said John McNicoll, Divisional Director of Alberta.



YWCA Calgary

At YWCA Calgary they believe it is every child's basic right to live a life free of violence and abuse, and in a supportive environment that encourages positive and healthy choices. Through child and youth programs, they strive to build positive relationships with children and their families—helping them to identify the root of negative responses and build on the child's strengths. Paths of Change is a counselling program for children and adolescents who have witnessed or experienced domestic violence. Individual counselling, play and talk therapy are used to understand effects of abuse and subsequent feelings of anger, fear and safety. Safe Haven provides counselling and support for girls ages 14 - 19 who are involved in, or at risk of, street prostitution. We offer short-term safe housing, assistance in reconnecting with families, safe shelter for victims of abuse, access to medical attention and intervention, and opportunities for basic living skills. Child & Family Services provides outreach counselling programs for children experiencing mild to moderate emotional, social and/or behavioural problems. Childcare at the YWCA is affordable, safe and professionally staffed. Day Camps operate during spring and summer holiday breaks. These camps are available to all children and the YWCA seeks donations and sponsorship for children who would not otherwise be able to attend.

Volunteers work together to build a new onsite playground for the Calgary downtown YWCA.



Zebra Child Protection Centre

Since 2002, this 'First in Canada' Centre is Edmonton's response to child abuse. This interdisciplinary community partnership of child protection professionals supports children and their caregivers throughout the disclosure, investigative and judicial process. By providing an integrated system of services beneath one roof in a child-centred environment, further trauma to these children is minimized and their healing is fostered. The Zebra Centre is strategically aligned with the fundamental promises of Alberta's Promise. The centre is committed to offering services and programs that lend strength directly to each child's journey – promoting and integrating volunteerism within the centre, ensuring a community response of support for these children – increasing the awareness of child abuse, and being innovative and resourceful as they continuously improve on their best practice of approaches within this 'model of care'. The organization intends to increase its volunteer hours by 500 days in the coming year. "We will always be about lending strength to each child's journey," said Barb Spencer, Executive Director.



A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Learning On The "Moove."

"A healthy childhood begins with a safe, nurturing environment to foster self-esteem, the expression of individuality and the creation of a lifelong learner," Carol Gilfillan, Success by 6® Executive Director.



"A healthy childhood begins with a safe, nurturing environment to foster self-esteem."

Carol Gilfillan
SUCCESS BY 6®

Success By 6® is an organization that has long since made a promise to the children of Alberta – one that it continues to keep every year. The promise is an initiative to mobilize community support for children during their formative years. That's why Success By 6® works with partners to address the gaps in service to children 6 years and under. So they've set up a Classroom on Wheels (COWS) program and gone throughout the province with a few programs and targets in mind. They promote program options such as Healthy Families, the Centre for Family Literacy, Report on Edmonton's Children, Champions for Kids and a Community Team at Alberta Avenue.

In 2004, Success by 6® launched an "Alberta Prairie Classroom on Wheels." Painted like a Holstein cow and renovated inside, this special bus provides a cozy space where children and their families gather to explore the wonder of words.

This friendly mobile service tours the cities, small towns and hamlets of Alberta celebrating "Home-Grown Literacy."

You see, literacy grows in the cradle of the family. It begins at birth with a parent as the child's first teacher. Sharing quality time reading with a child encourages one-to-one bonding. "Family Literacy" is the way family members use reading, writing and language at home and in the community to build skills and relationships. The world of books opens doors to a child's future. Families that read together succeed together. Success by 6® truly believes this and is doing its part to help children reach levels they may not have a chance to reach otherwise.

For example, in the last year, the Alberta Prairie COW has worked with over 6,700 rural Alberta children and their parents visiting over 160 Alberta communities with "Home-Grown Literacy" events. The program has partnered

with 245 community Alberta agencies in creating exciting visits and learning opportunities. Each community visited was gifted a "Legacy Library" complete with a high-quality library composed of appropriate literature for children and their families valued at \$1,200 as a lasting community resource.

"A healthy childhood begins with a safe, nurturing environment to foster self-esteem, the expression of individuality and the creation of a lifelong learner," said Carol Gilfillan, Success by 6® Executive Director.



Hon. Dave Hancock with C.O.W. program participants and the late Dr. Lois E. Hole C. M., A.O.E., former Lieutenant Governor of Alberta.

Promise
Builders





68th Canadian BP Guild (Windystone)

Windystone is made up of semi-retired Scouters who wish to maintain their Scouting ties, mentoring newer leaders and supporting active programs. The Guild's members are committed to the growth of Scouting and its development of youth as leaders of tomorrow. Members have rounded experience in the development and growth of the Scout's physical, mental, social and spiritual values through practicing the team concept of training by learning by doing. "To quote an unknown author, 'Opportunity seems to have an uncanny habit of favoring those who have paid the price of years of commitment.' This seems fitting for Scouters who can provide the experience to those who can provide the energy," said Larry Jones, Guildmaster.



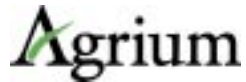
ACCESS The Education Station

ACCESS The Education Station is an Edmonton-based television broadcasting and multimedia learning company. The company is moving forward quickly with the development and broadcast of public service announcements highlighting the contributions made by Promise Builders and Promise Agencies to the youth of Alberta. As a broadcaster in partnership with the Government of Alberta, they provide the only block of commercial free pre-school programming emanating from Alberta. This lively and educational material helps kids develop literacy, thinking and other skills while entertaining them without commercial interruption. ACCESS is a significant supporter of the Stollery Children's Hospital Foundation. They provide production support for their annual telethon and broadcast support for public service announcements profiling success stories and staff (annual value of approximately \$250,000). ACCESS is also a Gold Sponsor of the annual Snowflake Gala – one of the foundation's largest annual fundraisers. "Our commitment is to increase our current level of support for children and youth programs by over \$1,000,000 over the next three years," said Dr. Ron Keast, President and CEO. "The investment will be in production costs and air time to promote the activities of Alberta's Promise partners and bring the program's message to the communities we serve."



acrodex

Acrodex is a full spectrum, enterprise-wide technology solutions provider. The company delivers end-to-end solutions: application innovations, systems integration services, hardware and software, managed services including computer facilities management, application management and life cycle management services. Acrodex believes strongly that community involvement is a fundamental social responsibility. As a result, they willingly take their share of responsibility by contributing significant investments in education, supporting youth and in providing IT leadership. The company looks for programs and initiatives where it can add its financial contributions, gifts-in-kind, volunteer efforts and expertise to help advance initiative objectives. Acrodex's recent commitments to Alberta's children and youth include \$5,000 a year through 2006 to the Alberta Children's Hospital Foundation, \$5,000 a year through 2006 to the Northern Lights Regional Health Foundation, and \$20,000 a year through 2005 to the Computer Science Building Fund at the University of Alberta. "As business leaders, we have a responsibility to ensure that our youth receive the best opportunities to grow and develop to their full potential," said Yasmin Jivraj, President.



Agrium

Agrium Inc. is a leading global producer and marketer of agricultural nutrients and industrial products and a major retail supplier of agricultural products and services in both North America and Argentina. Agrium actively supports youth, culture, health and environmental opportunities that enrich our communities and encourage personal growth. Agrium encourages and supports programs that help our youth reach their full potential. In 2003, the Alberta communities, Calgary, Carseland, Fort Saskatchewan, Redwater and Joffre, in which Agrium operates, collectively gave \$49,432 to youth organizations and activities. Youth represented 53 per cent of the total budget used to support four areas of philanthropic involvement – Civic/Arts and Culture, Environment, Health and Wellness, and Youth. In addition, Agrium’s Global Community Investment Program and Corporate Sponsorships contributed \$129,602 to support Alberta’s children and youth for a 2003 total of \$179,034. In 2004, Agrium committed to increasing its philanthropic support to children and youth by an additional five per cent or \$8,951. “We hope that our company’s contributions may lighten the burden that children carry far too early in life and help replace these burdens with hope,” said Mike Wilson, CEO.



Alberta Attractions Inc.

Alberta Attractions is a consortium of attractions throughout the province that includes heritage, entertainment, commercial, recreational and industrial venues. The consortium works together to provide fun travel experiences for Alberta families. Each year, Alberta Attractions works with partners to create a fun Guide and Game for families to enjoy while traveling throughout Alberta. Eligible contest entrants receive an attraction pass valued at \$29.99 and a chance to win family vacations. The Guide and Game is downloadable on the website and also distributed at partner locations and travel information centres. Approximately \$25,000 in prizes are awarded and some 500 volunteer hours committed to Alberta Attractions each year. The organization is committed to increasing its services and volunteer hours by five per cent. “Alberta Attractions provides great travel ideas and fun for families to enjoy year-round; perhaps the greatest benefit is the quality time spent with family members. Such experiences contribute to strong and healthy Alberta families,” said Dawn Ringrose, Co-Chair.



Alberta Children’s Hospital Foundation

The Alberta Children’s Hospital Foundation is the official fundraising body for Alberta Children’s Hospital. Through the generosity of donors, funding is channelled into child health programs, life-saving equipment and advanced pediatric research and education. The foundation supports excellence in family-centred child health care benefiting the more than 62,000 children and families who rely on care from the Alberta Children’s Hospital each year. “Thanks to ongoing support from our community, the Alberta Children’s Hospital has become a world-class facility providing hope, help and healing for children and families from across Alberta, southeastern British Columbia and Southwestern Saskatchewan,” said Steve Hoscheit, President and CEO.



Artist rendering of the entrance to the new Alberta Children’s Hospital



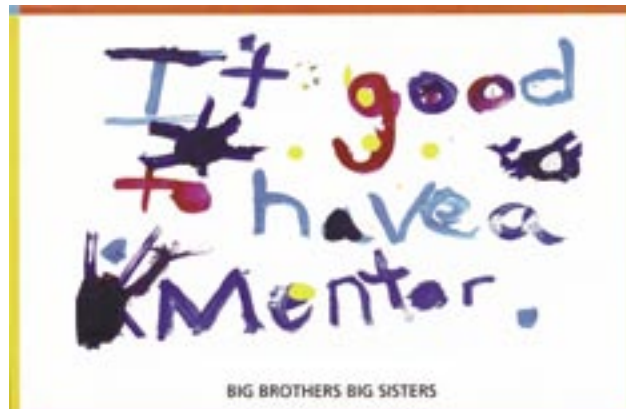
Alberta Computer Cable Inc.

Calgary-based Alberta Computer Cable (ACC) manufactures and distributes electronic cables, wiring harnesses and connectivity products. But that's not all. ACC provides as many as 50 volunteer days a year working with youth with disabilities. The company is continuing its commitment to running a year-round silent auction and used book sale with all proceeds going to the Between Friends Club's Skate-a-Kid-to-Camp event. ACC staff is encouraged to bring in items for the silent auction and books for the sale. The company's President and Vice-President have taken out life insurance policies with Between Friends as the beneficiaries. "ACC has been supporting the Between Friends Club for youth with disabilities since 1994. Initially, a few of our staff became involved in their annual fundraiser; but in recent years this has expanded into a series of year-round fundraising activities. As a result, our company has developed a 'culture of caring' which not only improves the quality of life for children with disabilities but fosters camaraderie amongst our staff," said Louise Nesterenko, Vice-President.



Alberta Weekly Newspaper Association

The mission of the Alberta Weekly Newspapers Association (AWNA) is to encourage and support our members in publishing high quality community newspapers. The association achieves this by providing education, marketing and fellowship. AWNA is committed to promoting and encouraging, through its Write On Contest, an increased awareness of the importance of educating students to read local newspapers. The Write On Contest is for students in Grades one to 12 in Alberta. AWNA provides several scholarships and bursaries each year, including the C.A. Maclean Journalism Bursary and the Fred Row J. Bursary. "AWNA is committed to promoting literacy among Alberta's youth. It will increase its financial and volunteer commitment to its Write On Contest, as well as increase financial commitment to its bursary/scholarship program that rewards top students pursuing careers in writing and journalism," said Dennis Merrell, Executive Director.



Artwork supplied by Big Brothers Big Sisters



All Weather Windows

All Weather Windows is a wholly Canadian-owned window and door manufacturer with over 650 employees and offices across Western Canada and Ontario. As part of its commitment to children and youth, All Weather Windows is the proud title sponsor of the Kids With Cancer Society Relay, Run, and Fun Walk. The company committed \$50,000 to this event in 2004 and has increased its commitment by 10 per cent in 2005. In honour of the company's 25th anniversary in 2003, All Weather Windows established a Named Endowment Fund through the Edmonton Community Foundation. The company will contribute \$25,000 per year to this fund through to 2013. "It is our commitment to children that we will continue to give back to the communities that so generously support us. We will invest in their future through volunteer efforts and financial contributions," said Gord Wiebe, President.



Aria Solutions Inc.

Headquartered in Calgary, Aria Solutions provides comprehensive solutions for contact centres which include business consulting, project management, systems integration, technical support, training services and products. Aria's Sales Director for Western North America and Asia Pacific, Brian Onushko, has been involved with Alberta Foster Parents Association for the past four years, volunteering his time for fundraising and awareness campaigns. Brian was the recipient of the 2003 AFPA's President's Award for his commitment to the association and ongoing projects such as the creation of a summer camp where foster parents and children can enjoy events and camping. Aria has committed to increase its volunteer days by 50 per cent a year and its contributions by 10 per cent a year to 2008. "Our commitment to support charitable activities through company and personal initiatives will be a measure of success for our organization," said Robert Church, President.



AstraZeneca Canada

As one of the world's leading pharmaceutical companies, the business of AstraZeneca is focused on turning good ideas into innovative effective medicines that make a real difference in important areas of healthcare. The company discovers new medicines that are designed to improve the health and quality of life for patients around the world. AstraZeneca Canada is pleased to provide \$5,000 in support of the activities of Kids Kottage in 2005. "With a global business comes a global responsibility and AstraZeneca is committed to assisting Alberta's children by supporting the Alberta's Promise vision of making Alberta one of the best places in the world to raise our children," said George Samoil, External Affairs Manager, Alberta.



ATB Financial

ATB Financial is an Alberta-based financial institution that serves more than 240 communities through a network of 149 branches, 131 agencies, a customer contact centre, 225 automated banking machines and online banking. ATB has a proud tradition of supporting community investment through a combination of corporate donations, sponsorships, customer fundraising programs and employee volunteerism. ATB is in the process of re-vamping its corporate donation program, and will increase funding support to youth by at least five per cent per year for each of the coming three years beginning in 2005. Based on the introduction of a new employee volunteer program in 2005, ATB is committed to a minimum of 100 volunteer days. "ATB Financial understands the importance of reinvesting in our communities, especially as it relates to our young people. We will continue to expand our annual fundraising campaigns for Alberta's two children's hospitals, all Alberta United Way organizations and STARS. We will also continue to work with our community partners like 4-H and Junior Achievement to introduce value-added programs for our youth," said Robert Normand, President and CEO.

ATB 2005 Teddy for a Toonie—supporting Children's Health



ATCO Group

Alberta-based ATCO Group is actively engaged worldwide in power generation, utilities and global enterprises. ATCO Group is firmly committed to all communities where they work and live. ATCO supports hundreds of community endeavours through both financial contributions and the volunteer efforts of its employees. In fact, the corporation supports one of the largest annual philanthropic commitments to children. ATCO continues to support organizations and events that bring value to families. These include the Calgary Boys Choir, Cantos Music Foundation, Okotoks Youth Festival, CAREERS: the Next Generation, Edmonton's Fringe Theatre Event, Alberta Special Olympics, and Edmonton Minor Hockey Week. ATCO supports innovation and excellence, and will continue to make new commitments in the area of education that will have a positive impact on Alberta's young minds. Examples of the ATCO Group's youth and education partnerships include sponsorship of the Alberta Science and Technology Leadership Awards, scholarship and partnership programs at the University of Alberta, SAIT, NAIT, Grande Prairie College, Keyano College, Lord Beaverbrook High School, and the Royal Tyrrell Museum – ATCO Tyrrell Learning Centre. "Education is the key to our future as it grounds our understanding of ourselves in history and our current state of affairs. Being committed to partnerships that educate and celebrate the children of our province is important to ATCO and our 7,000 men and women," said Nancy C. Southern, CEO.



Letbridge Student Ambassadors pledge support for the Bell Walk for Kids Help Phone



Nancy Southern, President & Chief Executive Officer, ATCO Group, plays with the children at the official opening of the ATCO Learning Centre at the Royal Tyrrell Museum.



Bell Canada

Bell Canada, the country's leading, next generation communications company, is committed to investing in programs that benefit children and youth. In Alberta, this resulted in more than \$1 million in a combination of one-year and multi-year commitments to youth-related programs in 2004. Bell's new national community investment program, Connected to Communities, focuses on children's hospitals, cyber safety, community economic development and programs that enrich the lives of children and youth. Part of Bell's commitment is the annual Bell Walk for Kids Help Phone, which has raised over \$2 million nationally and more than \$230,000 in Alberta for Kids Help Phone in just three years. Bell is also proud to partner with organizations like Mount Royal College, the Stollery Children's Hospital, Alberta Children's Hospital and the Alberta Adolescent Recovery Centre to deliver programs dedicated to improving the lives of Alberta's children and youth. As a company that believes corporations have a vital role in building successful and healthy communities, Bell will increase its national annual community investment by 40 per cent to \$26 million by 2007. "The real spirit of corporate citizenship is about using the capabilities of a company – its financial resources and its know-how to invest in the capacity of communities to solve problems and adapt to a world of high-velocity change," said Michael Sabia, President and CEO of Bell Canada Enterprises. "It's also worth doing because strong, connected communities go hand in hand with economic expansion, creativity and innovation."

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Alberta Computer Cable Inc.

Connecting passion and promise.

“Alberta Computer Cable is our most significant donor. They fundraise 12 months of the year for us, which is huge.

They’ve created quite a community of caring, absolutely every one of their employees is involved in fundraising and volunteering. It’s absolutely fabulous,”

said Trish Weatherup, Manager, Fund Development and Communications,

Between Friends Club for Youth with Disabilities.



"We bring in items for the silent auction and books for sale."

Louise Nesterenko

ALBERTA COMPUTER CABLE

Alberta Computer Cable's passion for supporting Alberta's youth is unmistakable.

The Calgary-based company boasts 100 per cent employee involvement in fundraising and volunteer activities that run all year long.

Recently welcomed as a partner within Alberta's Promise, Alberta Computer Cable has continued to make charity part of its corporate culture. Both management and employees have taken on grassroots initiatives to help out children and youth. The company has been supporting the Between Friends Club for Youth with Disabilities since 1994 with a year-round silent auction and used book sale in support of Calgary's Between Friends Club's annual Skate-a-Kid-to-Camp.

"Our staff are encouraged to bring in items for the silent auction and books for the sale. Two or three times a year, we hold a company BBQ in which

flyers are sent out to our vendors, customers and neighboring businesses. Throughout the year, we hold a number of bake sales and bottle drives to raise additional funds," said Louise Nesterenko, President.

When Alberta Computer Cables unique commitment to caring flows company-wide it starts at the top. Both the company's President and Vice-President have taken out life insurance policies and named Between Friends as beneficiary – making sure that the company's promise to the children and youth will continue no matter what. Plans are also currently underway to establish a used bookstore in the company's current facility or in a separate location...with all profits going to Between Friends Club.

"Alberta Computer Cable is our most significant donor. They fundraise 12 months of the year for us, which is huge. They've created quite a

community of caring, absolutely every one of their employees is involved in fundraising and volunteering. It's absolutely fabulous. For an agency of our size, Alberta's Promise is great. It has allowed us to raise our profile and we've already had a couple of media opportunities," said Trish Weatherup, Manager, Fund Development and Communications, Between Friends Club for Youth with Disabilities.



The ACC All Stars team at the Between Friends Club's 12th Annual Skate (or walk)a-Kid-to-Camp event. ACC entered four teams in the event which collectively raised over \$20,000.00.



Best U Can B Inc.

Best U Can B is a Calgary-based company that offers programs to empower people of all ages on their journey of personal growth, with a strong emphasis on increasing levels of confidence and self-esteem. Their commitment to Alberta's Promise involves collaborating with various community associations and youth organizations to provide free self-esteem training as fun, interactive workshops for children in the Calgary region. "We have a mission to bring information and opportunities to people that will empower them in their learning and growing. Life is about choices, even though not everyone realizes this. We hope to create environments where people can raise their awareness of the choices available to them, so they are empowered to make decisions that will lead them to purposeful, meaningful, joyful, loving lives," said Tina Thrussell, President.



Bigstone Ventures Ltd.

Located in the heart of one of Alberta's oil-rich regions, Bigstone had been itching to participate in the oil and gas industry. In 1997, when an opportunity to form a partnership with Petrocare Services Ltd. came along, Bigstone Cree Nation jumped. The partnership with Petrocare Services Ltd., an oil company out of Edson, Alberta, was named Bigstone Ventures Ltd. "We have worked for all the major players in the oil and gas industry," said David Zobot, Manager. "Our aim is to provide the best service at the best possible price to our customers." Bigstone Ventures Ltd. currently has over 80 full-time employees and a total workforce of over 130. "We are the largest employer in both Bigstone and Wabasca," said David Zobot, Manager, "and I am proud to say that over 80 per cent of our employees are Bigstone members." The company is also very community-oriented. It is a member of steering committees for the youth apprenticeship program and the registered apprenticeship program. It helped with the creation of the oil and gas operating program for the local Mistassiniy High School, the petroleum industry training program at Northern Lakes College and the Bigstone Cree Nation pre-trades training program. In addition, it provides sponsorship to a number of schools and organizations in the area. "We also take great pride in our involvement with Alberta's Promise," said David Zobot, Manager.



The Brick Group

The Brick Group is one of Canada's largest volume retailers of household furniture, mattresses, appliances and home electronics. Since its first store opening in Edmonton, Alberta in 1971, The Brick Group now operates 168 retail stores and employs over 6,000 people across the country. The Brick Group is committed to Alberta's children and has been involved in the support of many children-based organizations, including the Stollery Children's Hospital and Sport Central. The Brick sponsors many sports teams and proudly makes donations to schools and to hundreds of children's charities.



David Zobot, BVL Ventures Ltd., skating with his son Zack.



Broadport Canada Inc.

An Internet application development company, Broadport Canada is the developer of Grouplinks – a suite of tools that allow organizations to manage and update their own website environments. The company’s clientele includes business, not-for-profit, municipal, provincial government and the private sector. Broadport has donated the hosting of the Grouplinks-enabled Alberta’s Promise website. Broadport has extended its commitment to Alberta’s Promise partners, and will provide its Grouplinks Web Management Suite and hosting services at cost on an ongoing basis. Through its association with Kin Clubs of Canada and the Fort Edmonton Kin Club, Broadport donates over 20 hours per month to community projects. “We must find ways to allow children to develop to their own potential and we must have the wisdom to see that the paths they choose lead to a future that we can scarcely comprehend,” said Joe Acker, Executive Vice-President.



Brooks Bulletin

The Brooks Bulletin is one of western Canada’s largest community newspapers that has served the community of Brooks and area since 1910. The Brooks Bulletin has been supporting organizations that assist children and youth for the past 94 years. The newspaper’s commitments to Alberta’s Promise include profiling organizations that become Alberta’s Promise partners, sharing the stories on how partners are supporting the children and youth in the Brooks community, and inspiring others to get involved. “We are proud to join Alberta’s Promise as a commitment to our continued support of the education and well-being of our children,” said Jamie Nesbitt, Editor.



Brown Communications Group Inc.

Brown Communications is an advertising agency with 39 years of experience in western Canada. Brown helps businesses communicate more effectively and therefore more profitably with their stakeholders, customers and prospects. For the past two years, Brown’s Christmas card was designed specifically to raise awareness for Kids Help Phone. In lieu of sending gifts to clients, Brown donated \$4,000 to the cause. This year, Brown made a significant contribution to Planned Parenthood. The agency created a TV and radio campaign on their behalf, aimed at helping teenagers make wiser, safer decisions regarding drugs, alcohol and sex. Brown invested 400 hours in the project in 2004-2005, which is equivalent to a \$50,000 donation. In the coming years, Brown intends to continue its support of Kids Help Phone and Planned Parenthood. “Young people are strong, smart, vigorous, yet extremely vulnerable. Applying our skills to help shield their vulnerability, to help them stay safe and become successful, is a fulfilling way for us to contribute to society,” said Les Kahl, Vice-President.

Girls wearing life jackets, Boys and Girls Clubs Edmonton



Calgary Chamber of Commerce

The Calgary Chamber of Commerce is a volunteer-driven, charitable organization whose mission is to lead and serve the Calgary business community, valuing its diversity. The Chamber has partnered with a number of Calgary-based institutions and organizations to provide leadership on behalf of the business community. While not specifically sponsoring children and youth, these partnerships, combined with the Chamber's policy and advocacy role, provide an indirect benefit. Examples include the Aboriginal Opportunity Committee which supports initiatives related to education, training and employment of aboriginal youth; the Education and Training Committee which responds to initiatives connected with education and post secondary learning; skills training and apprenticeship programs, and the Health Care Committee which is focused on healthy workplace initiatives that can have a positive impact on the health of the community and individual families. The Chamber also partners with a number of organizations including the Junior Chamber of Commerce, the Calgary Board of Education, the Calgary Catholic School Board and the Homeless Foundation. "Through our educational partnerships, the Chamber is pleased to support tomorrow's business leaders," said Murray Sigler, President and CEO.



Calgary Co-operative Association Limited

Calgary Co-op has 396,000 members and employs 3,700 people, making it the fourth largest private-sector employer in Calgary. It operates 20 food centres and pharmacies, 23 gas bars, three commercial cardlock petroleum sites, 12 travel offices and 12 liquor stores in Calgary, Airdrie and Strathmore. Calgary Co-op takes great pride in its relationship with Calgary and area communities and is committed to supporting local children and youth. Calgary Co-op's Community Investment program focuses on education, health and wellness, and community-based initiatives. Over the years, Calgary Co-op has built partnerships with organizations serving children and youth including the Alberta Children's Hospital, Boys and Girls Clubs, Calgary Public Library, Missing Children Society and Junior Achievement. Calgary Co-op will continue supporting programs and services for children and youth in the community. The total amount of donations will be determined by operating results and economic conditions. "We take being 'locally owned and operated' to heart. We are proud to partner with local organizations in meeting the needs of children and youth in our community. Together, we are building a stronger future," said Ken McCullough, Chief Executive Officer.



Calgary Stampeder Football Club

The Calgary Stampeder Football Club is committed to bettering the lifestyle of all Albertans. Participating in community initiatives helps the Stampeders work towards their vision of a healthier and more prosperous Alberta. The Stampeder Football Club runs several programs to benefit children. These include Every Yard Counts which provides tickets to Kids Cancer Cares, tickets to the Stay in School Program, the Boys & Girls Club and Performance for Charity. The Stampeder Football Club also provides tickets and presentations to Choices of Champions and the Stamp Out Bullying programs. Through the Be a Fan, Bring a Can drive, food and money is raised for the Calgary Interfaith Food Bank. The Calgary Stampeder Football Club is committed to increase, by five per cent each year, the amount of tickets provided in support of the noted programs and increase by 10 per cent the number of schools in which they do in-school presentations. "Children are our future and, through various initiatives, we will continue to focus and build towards developing champions of the future," said Ron Rooke, President and CEO.



Calgary Sun

Western Canada's fastest growing newspaper, the Calgary Sun has been, and continues to be, Calgary's number one source for information on events and campaigns. The Calgary Sun will make a commitment to continue to work with programs involving the children and youth of Alberta and endeavor to increase its involvement with child-related programs. The newspaper's commitment to Alberta's Promise in 2004 and 2005 is the provision of 20 quarter page advertisements (4 columns x 88 line ads), spot red color, to be published in both the Calgary and Edmonton Sun newspapers (10 in each city). These ads can be used to acknowledge new and/or existing sponsors of Alberta's Promise or promote specific Alberta's Promise-related events and partners.



Drawing by Melissa



Cam Clark & Associates Inc.

Cam Clark recently launched the Calgary office of WSI Internet Consulting & Education. With 700 offices in 87 countries, WSI is the number one ranked Internet consulting company in the world. The company's exclusive Internet Lifecycle process helps create web solutions for small and medium enterprises that increase their revenue and reduce expenses. WSI has a corporate mandate to support youth through their Youth Outreach Program. The Calgary office shares in this mandate and has committed 10 per cent of pre-tax net profit to support the WSI Youth Outreach Program, offers discounted or free Internet consulting services for charitable organizations and contributes to charitable organizations supporting Alberta's children. "It has been said 'give a man a fish, you feed him for a day; teach him how to fish, you feed him for a lifetime.' Teaching young people how to learn in the 21st century is equivalent to teaching them to fish – nothing else will better prepare them to thrive in the complex and changing world in which we all live," said Cam Clark, Internet Consultant.



Canada Safeway Limited

Canada Safeway Limited is one of the largest food and drug retailers in Canada. The company operates over 200 stores in Western Canada as well as an extensive network of distribution, manufacturing and food processing facilities. Together with its nearly 28,500 Canadian employees and millions of customers, Canada Safeway is working to make a difference in the communities it serves. The company makes cash and in-kind donations to hundreds of charitable organizations. Since 1998, through Safeway's Because We Care program, Alberta stores have given over \$1 million in contributions to areas of community importance, including families and youth, health, neighbourhood-based causes, and local food banks. Alberta employees also contributed 2,600 volunteer days in 2004. Canada Safeway intends to commit \$560,000 in the coming year, an increase of 10 per cent over the previous year. "Helping build healthy communities for healthy living means ensuring children and their families have the tools and the knowledge to remain healthy at home and in the community. Our scope is to support community initiatives that make a difference in the health and wellness of our communities," said Chuck Mulvenna, President and COO.



Cathy, Amanjit and Bradley, Safeway employees, position themselves in front of the Safeway doors, which proudly display the little red wagon decal.



Canadian Tire Foundation for Families

The Canadian Tire Foundation for Families has a vision: helping families when they need it most. Their mission? To provide a helping hand to families in crisis, ensuring that life's basic needs are met: food, shelter, clothing and essential goods. The Canadian Tire Foundation for Families works through national programs initiated by the foundation and community programs initiated by local Canadian Tire people. Canadian Tire dealers believe it is important to take an active part in their communities. That is why Canadian Tire Foundation for Families brings resources and people together to help families in our communities in times of crisis. The store locations throughout Alberta are proud to be able to make significant contributions to children's charities within their communities.



Canadian Western Bank

Canadian Western Bank has over 30 branch locations and is the largest Schedule I chartered bank with its headquarters and principal operations in Western Canada. Banking services are provided through a competitive range of deposit accounts, investments, RRSPs, RRIFs, RESPs, mortgages and personal loans and other retail banking services. Services to businesses include deposit and investment accounts, commercial loans, energy loans, equipment loans and leasing, and real estate financing. Canadian Western Bank announced a \$540,000 donation to the Edmonton YMCA, the largest single donation the company has made to a charity in its 20-year history. Canadian Western Bank has committed to a major long-term donation program for the Edmonton YMCA, which is the largest provider of childcare and out of school care in Edmonton. The money will be part of the Y's 'Straight from the Heart' capital fund and will help with the construction of the new City Centre YMCA.



Capital City Savings and Credit Union Limited

Capital City Savings traces its roots back to 1938 when the first credit union incorporated in Alberta began with the simple promise to serve its members and share its success. Today, Capital City Savings continues to honour that commitment to member service and Alberta communities. It does this by improving the financial position of members and building a better quality of life for everyone. In doing so Capital City Savings has become Alberta's largest credit union, with \$2.4 billion in assets and 166,000 members in 20 Alberta communities. Based on input received from members and employees, Capital City Savings makes children and the development of youth its top community priority. Approximately 70 per cent of its annual community investment budget is committed to Alberta's children and youth. "Support for the communities where our members and employees live and work is a fundamental value of our credit union, and I'm proud to say we live that value," said Harry Buddle, President and CEO. "Capital City Savings helps youth in Alberta through support for education, awards for volunteerism and assistance for the disadvantaged."



Cardel Homes

Cardel Homes is a Calgary-based company that builds over 1,000 homes per year in four North American cities. Family owned and operated, Cardel has been building homes in Calgary since 1973. The Cardel Charitable Programs Committee is a group of seven employees who meet on a regular basis to assess the incoming charitable requests. This year, donations totaling over \$400,000 were made to organizations such as the Mustard Seed, YWCA Sheriff King Home, Providence Children's Centre, Hull Family and Child Services, Calgary Minor Hockey and Minor Soccer Associations. As well, the Cardel Theatre, located in the company's head office can be booked for no charge by community groups and this service has benefited over 1,000 different agencies and charitable organizations. Cardel has committed to increase the current commitment to children's initiatives by five per cent a year for the next five years. "There are a lot of people who need help and we believe in doing our part to help those less fortunate. We are committed to helping families, especially youth and children, flourish in their communities," said Ryan Ockey, President, Cardel Group of Companies.



CASA Foundation

The CASA Foundation increases awareness and helps treat child and adolescent mental health issues in Alberta. It raises funds to support the goals and objectives of the Child Adolescent Services Association (CASA). CASA is a major community-based provider of mental health services for infants, children and adolescents and their families in Edmonton and central and northern Alberta. Each year, CASA treats approximately 2,700 children and adolescents through a comprehensive range of programs and services. The CASA Foundation recently completed a feasibility study to determine its readiness to undertake a capital campaign towards building a facility offering intensive adolescent treatment programs. The foundation hosts an annual CASA for Kids Playhouse Event to raise funds towards CASA's new facility. This year's fund raiser is "Backyard Safari" scheduled for June 10, 2005 at the Italian Cultural Centre in Edmonton. Last year's silent/live auction and supper fundraiser raised more than \$100,000. The CASA Foundation is committed to increasing its cash and in-kind donations by eight per cent this year. "Alberta families continue to let us know that, through CASA's work, their lives are enriched and their children are on a path to a healthier and brighter future," said Linda Shaw, Chair of the CASA Foundation.



Castle Rock Research Corp.

Castle Rock Research Corp. is an Edmonton-based publisher of Grades 3-12 print and online educational resources for students, teachers and parents. The company was established in 1995 with the goal of helping Alberta high school students prepare for their provincial diploma exams. Since that time, however, the company has expanded its curriculum-aligned product line to include a broad range of print and online resources for Alberta and British Columbia school and retail markets. THE KEY Student Study Guides are one of the company's most requested products and are available to assist students in improving their academic achievement. Castle Rock committed \$40,500 in resource donations to Alberta children and youth in 2004 and intends to increase this commitment by at least 50 per cent per year through 2007. The company has also committed through 2007 to donating one page of advertising space in each of their 30-plus print resources to Alberta's Promise in an awareness campaign. "Castle Rock Research is honoured to participate in the education initiatives of Alberta's Promise with the shared goal of making Alberta the best place to raise our children," said Gautam Rao, President.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Bringing Alberta's Promise Home

"The real spirit of corporate citizenship is about using the capabilities of a company – its financial resources and its know-how – to invest in the capacity of communities to solve problems and adapt to a world of high-velocity change.

It's also worth doing because strong, connected communities go hand-in-hand with economic expansion, creativity and innovation," said Michael Sabia,

CEO Bell Canada.



"It's also worth doing because strong, connected communities go hand-in-hand with economic expansion, creativity and innovation."

Michael Sabia
BELL CANADA

Bell Canada is a proud partner of Alberta's Promise and is committed to supporting programs that benefit young people in Alberta and across Canada. As part of its new national community investment program, Connected to Communities, Bell invests in projects that encourage economic development and the strengthening of social foundations at the community level, with an emphasis on programs that benefit children and youth.

"The real spirit of corporate citizenship is about using the capabilities of a company – its financial resources and its know-how – to invest in the capacity of communities to solve problems and adapt to a world of high-velocity change," says Michael Sabia, CEO of Bell Canada. "It's also worth doing because strong, connected communities go hand-in-hand with economic expansion, creativity and innovation." As a company that believes corporations have a vital role in building successful and healthy communities, Bell will increase its annual national community investment by 40 per cent to \$26 million by 2007.

Included in Bell's community investment commitment are national programs focusing on children and youth such as Cybertip.ca and the Bell Walk for Kids Help Phone. Cybertip.ca

provides Canadian families with the opportunity to report illegal content on the Internet. The Bell Walk for Kids Help Phone raises money for Kids Help Phone, Canada's only national, toll-free, 24-hour counselling and referral service for children in crisis. In 2004, Kids Help Phone helped 23,126 kids from over 260 Alberta communities.

In addition to national programs, Bell is strongly committed to regional programs in Alberta. Bell is partnering with the Alberta Children's Hospital and the Stollery Children's Hospital to provide leading-edge technology that will improve healthcare for Alberta's children. Bell has also lent its support to Mount Royal College's Future Leaders program, Youth in Motion's New Horizons mentorship program and the Alberta Adolescent Recovery Centre to support Alberta's young people.

Bell is especially proud of the individual achievements of Bell employees and retirees who have given their time, their knowledge and their money to so many causes. In recognition of the tremendous value they bring, Bell employees who volunteer 50 or more hours a year are eligible to receive grants from the company for their chosen charitable organizations. Bell also matches

employee gifts given to organizations like the United Way. As an Alberta's Promise partner, Bell has demonstrated its connection with Alberta's children and youth. Bell is proud to be recognized as a leader in community investment and, through the Connected to Communities program, will continue to invest in the future of Alberta's children.

With a 125-year history of innovation and excellence, Bell is Canada's leading, next generation communications company. Bell Canada's over 40,000 employees, including 2,000 in Western Canada, work hard to connect Canadians from coast-to-coast by providing local and long distance phone services, high-speed and wireless Internet access, IP-broadband services, e-business solutions and satellite television services.



The 2005 Bell Walk for Kids Help Phone in Edmonton



CFCN Television

CFCN Television is owned by CTV Inc., a division of Bell Globemedia. In 2004, the station supported a number of charitable organizations and children's initiatives. These included job-shadowing opportunities and participation in a career fair at Father Lacombe High School. CFCN contributed by producing and airing a 30-second public service announcement for Alberta's Promise, sponsoring the Calgary International Children's Festival and the Renfrew Charity Gala, promoting the Providence Dine and Deals Gala and promoting the Missing Children Society Happy Endings Gala. "The most valuable assets Alberta has are its children. As Promise Builders helping to build the wagon for our kids we are creating an environment of safety and trust that they can use as their building blocks for the future of Alberta," said Patricia (Pat) McDougall, Vice-President & General Manager.



Corus Radio Calgary

Corus Radio, which includes CHQR AM 770, Country 105 and Q107 in Calgary, is part of a global entertainment company and proud of its Canadian roots. They are a proud team defined as world-class radio stations, specialty television networks, content production and distribution and merchandising capabilities. Corus Radio Calgary is committed to supporting numerous organizations that focus on helping children and youth. A condensed list of the organizations the company supports through advertising include: Make-a-Wish Foundation, Kids Up Front, Shriners Hospital, War Amps, Operation Christmas Child, Missing Children's Society, Girl Guides, World Vision, Christmas Seals, Canada Post/ Santa Letters, Influenza Immunization, Samaritan Purse, Kids Help Phone, Stay Alert/Stay Safe, Scouts Canada, 30 Hour Famine, Society for the Prevention of Autism, Teddy Bear Picnic, Santa Clause Parade, Country 105 Radiothon for the Alberta Children's Hospital, Angels Among Us and CHQR Calgary Children's Foundation. "Our radio programming adheres to family values within the community and we partner with many organizations that have children and youth as their primary benefactors. Alberta's Promise is a natural fit for us," said Garry McKenzie, General Manager.



Corus Radio Edmonton

Corus Radio Edmonton has four radio stations in distinct format categories: country, adult contemporary, news/talk and oldies. The company's commitment to Alberta's children and youth is supported by a number of events they sponsor throughout the year. Gary and Audie's Bowl for Kids (Joe FM) is an annual one-day event raising approximately \$16,000. The station provides 15 volunteers for the event. Cure Kids Cancer (Joe/CISN) held its first annual one-day event in November 2004, with a goal of raising \$250,000. Stollery Radiothon (CISN/COOL/CHED/Joe) is an annual three-day event that, to date, has raised over \$3 million for the Stollery Children's Hospital. The station also has 50 employee volunteers participating in this event. Bruce & Sean's Sunshine Dreams for Kids Golf Tournament (CISN) is another annual one-day event raising approximately \$16,000. Santas Anonymous (CHED) is a year-round fundraising effort raising approximately \$900,000 in cash and toys per year. Over 100 Corus employees volunteer, contributing to the success of this initiative. "We use the power of radio to tell stories that motivate the community to help those in need. It is our responsibility as broadcasters and we are proud to do it," said Doug Rutherford, General Manager Edmonton and Vice-President, Corus Radio Western Canada.



Cowan Graphics Inc.

Cowan Graphics Inc. is one of Canada's oldest and foremost screen printers. The company is a leading manufacturer of screen and digital graphics, decals, labels, magnets, fleet markings, banners, vehicle wraps, billboards and retail signage. They proudly serve a diverse mix of customers from large corporations to individuals. Cowan Graphics provides annual support to the Stollery Children's Hospital Foundation, the Alberta Children's Hospital, the Youth Emergency Shelter and Junior Achievement. In addition to providing 20 volunteer days a year, the company plans to increase its current commitment of \$5,000 by \$2,000 a year through to 2008. "We are designing a 'Kids Sticker Club' on our corporate website. Our goal with our sticker club is quite simple. Every child likes to feel wanted and important and receiving some 'mail' is a simple (and often exciting) way of doing this. We will be sending out periodic mailings of stickers of interest to our membership. There will be interaction, requests for assistance, education and most of all, some FUN to share in," said Blaine MacMillan, CEO. "We think it's going to be awesome!"



Crape Geomatics Corporation

Crape Geomatics Corporation

Crape Geomatics provides fast, accurate digital images of the physical world. Driven by a powerful, cohesive team since 1993, the company delivers a full complement of field, land mapping and land information services to business and industry clients. Crape Geomatics is a synergy of effective client relationships, advanced solutions and personal service. Moreover, its commitment to service extends far beyond its corporate walls and deep into the heart of the community. The company strongly believes in supporting the communities in which its team lives and works. Crape employees volunteered an estimated 130 days in 2004 in support of many Alberta organizations. YMCA Strong Kids Campaign, KidSport, United Way and Hostelling International Southern Alberta are among the company's favourite causes. In the coming year, Team Crape intends to further increase its financial and volunteer commitment to Alberta's children and youth by at least five per cent. "We support child and family-focused programs because it contributes to our collective well-being," says Michael Crape, President and CEO. "We believe that healthy, happy, formative years lay the groundwork for the development of productive adults."

Crape Geomatics supports the YMCA - Strong Kid's Marathon.

D.W. Bell Management Ltd.

The owners of D.W. Bell Management Ltd. have established the David William Bell Memorial Fund within the Edmonton Community Foundation. The funds have been invested in the Millennium Children's Fund. The proceeds from the fund are currently directed to Success by 6[®] in Edmonton. This Calgary-based company is also pleased to announce that it honours its commitment to provide \$500 to Young Life. "It feels great to be part of a movement in Alberta that is pulling together for our children and youth," said Ron Bell, President.





Daye & Company

Since its inception in 1991, Daye & Company has grown to be one of the leading chartered accounting firms in Edmonton. In addition to providing financial support to Big Brothers Big Sisters, the firm has made a commitment to, and encourages staff to participate in, the In-School Mentoring program coordinated by Big Brothers Big Sisters Society of Edmonton. Daye & Company has committed to increase their support by over five per cent in the coming year. “Children are the future of our society and our community. It is important that we provide support to these children so that they can become productive members of our society,” said Bill Daye, Partner.



Delta Lodge at Kananaskis

The Delta Lodge at Kananaskis is a 321 room year-round resort – Alberta’s Mountain Lodge and Spa. Just one hour from Calgary, surrounded by the mountains and the majesty of Kananaskis Country, the resort is ideal for family getaways, corporate retreats and mid-size conferences. The lodge hosts a ski day in conjunction with the Calgary Stay in School Program. The lodge provides accommodation, volunteers and hosts the opening reception for corporate sponsors of the program. The lodge is a corporate sponsor of Special Olympics and performs fundraising in October and November to assist Alberta Special Olympics programming. Throughout the year, the lodge also offers programs designed to educate children about Kananaskis Country and the outdoors. The lodge is committed to increase its in-kind donations to the Calgary Stay In School Program by five per cent to seven per cent, and Special Olympics fundraising by three per cent to five per cent a year. Financial commitment to children’s programming is expected to increase by five per cent to 10 per cent in the coming years. “The steps and actions taken today towards providing a caring environment and solid foundation for Alberta’s youth will be the determining factor in delivering a vibrant future for these young people,” said James C. Tingley, General Manager.



DevStudios Inc.

Headquartered in Edmonton, DevStudios specializes in creating technologies for the next generation of Internet-based applications. Custom software applications are provided by the Consulting Division and Novel applications for niche software solutions are provided by the Product Development Division. DevStudios also operates a diploma-granting private vocational school, under a license granted by the Province of Alberta, and offers three programs – eCommerce, eMedia and Design, and 3D Animation and Digital Compositing. Part of the educational experience for students studying at DevStudios is completing projects for ‘real world customers’. The customers for student projects are charities and charitable agencies who can benefit from having students design and build their websites or enable free custom eCommerce solutions. Previous recipients of DevStudios’ student projects were: Edmonton Police Services’ Cops for Cancer, The Family Centre, The United Way, The Fringe, The Canadian Broadcast Museum, The Edmonton International Film Festival, The Provincial Museum and The Heritage Foundation. The company intends, through Alberta’s Promise, to partner with many other charities and charitable agencies to help them grow and prosper. “We are proud to be able to assist Alberta’s network of charitable agencies that are part of Alberta’s Promise. This is a win-win situation!” said Bob Vergidis, CEO.



Dial Printing Inc.

Dial Printing is an Edmonton-based company that believes investing in youth is an investment in the future. In business for 28 years, Dial is very focused on the families and children in its service area. As part of its commitment to Alberta's Promise, the company has agreed to donate all printing for the CASA House fundraiser. Dial's support of children's and youth initiatives is further demonstrated by a \$10,000 annual donation to the Edmonton Youth Emergency Shelter. "Youth are our future. In order to fully capture that resource, we must make our youth a priority," said Craig McEwen, President.



Direct Energy Marketing Limited

Direct Energy Marketing Limited has been in Alberta since 1985 as a producer-owned, wholesale gas marketing company. The company has offices in Calgary, Edmonton and Toronto, with over 2,600 employees servicing a Canadian market base of four million natural gas, electricity and home services customers. Direct Energy's 2004 Alberta Kid Power Soccer Program is one of the largest community soccer commitments in Canada. Its focus is not about winning or losing – it's about helping children get out, get active, make friends and have a lot of fun. Kid Power Soccer supports over 8,000 children aged 3 to 12, including 800 teams in Alberta and supports the training of over 1,000 volunteer soccer coaches across Alberta. Direct Energy also continues to support Alberta's homeless, regardless of age. To date, the company has provided financial aid as well as several hundred volunteer hours to Raising the Roof, a national organization dedicated to finding long-term solutions to homelessness. The company's employees have a long tradition of generous giving to their communities. To support them further, Direct Energy has created Direct in the Community, which provides cash donations of up to \$500 for employees who volunteer 20-plus hours to one particular charity. In the coming year, Direct Energy Essential Services plans to increase funding and volunteer hours by five per cent. "We take pride in supporting the communities in which our customers live, and aim to make a difference by contributing to charities and worthwhile causes. We're very pleased to join in Alberta's efforts to make our province a better place for children and youth," said Deryk King, CEO.

Don Cherry's Restaurant

Located in Edmonton, this full service sports theme restaurant and lounge offers a full lunch and dinner menu. Don Cherry's Restaurant eagerly gives an outstanding commitment to Alberta's children. Having recently opened, the restaurant has already initiated the Don Cherry's Children's Fund, with all monies raised going in support of local children's charities. "In addition to the 25 volunteer days contributed this year, Don Cherry's Restaurant intends to increase its fundraising efforts by at least 10 per cent in the coming year," said Sam Siffledeen, Owner.



Direct Energy is the proud sponsor of 15,000 soccer kids



DRIVING FORCE Vehicle Rentals, Sales and Leasing

DRIVING FORCE Vehicle Rentals, Sales and Leasing has been strongly committed to supporting youth in our communities and helping them build relationships that will last a lifetime. The company contributes prizes, vehicles and/or advertising mention to a number of youth organizations and is proud to be title sponsor of the Edmonton Minor Hockey League’s DRIVING FORCE FairPlay program. “We invest in the children of our community by promoting sports teams,” said President Jeff Polovick, a long-time participant in Junior Achievement’s mentorship program. “Children who learn to work together as a team can achieve levels of success they may not have reached alone.” DRIVING FORCE was instrumental in bringing Jamie Salé and David Pelletier to the Edmonton Rotary Club’s annual golf tournament, where half the proceeds are donated to the Stollery Children’s Hospital. Every month, all DRIVING FORCE employees contribute to the Food Bank in their area, an amount matched by the company. This initiative has Polovick’s support because, as he reminds us, “Over 50 per cent of the beneficiaries of every Food Bank program are children.”



Edmonton Eskimo Football Club

The Edmonton Eskimo Football Club always gives fans plenty to cheer about on and off the field. Since 1949, the Edmonton Eskimos have put particular emphasis on playing a positive role in the community. Players participate in Tim Horton Camp Day, Read-In Week, Monday Morning Magic and Tackle Hunger Night in support of the Edmonton Food Bank. As well, the Stay in School program has been the hallmark of their commitment to community service for over 10 years. This season, the Eskimos are committed to increasing Stay in School programs by five per cent and increasing the number of tickets given to local children’s charity groups by five per cent. “One of the guiding principles of the Edmonton Eskimo Football Club is to give as much support back to the community as we receive. We are pleased to continue our support of Alberta’s Promise,” said Eskimo CEO Rick LeLacheur.



Eskimo linebacker A.J. Gass was the special guest of Constable J.F. Leduc of the Norman Wells RCMP on April 15 and 16th. A.J. took part in a DARE graduation and also spoke at a Breaking Down the Barriers event. Both events were part of Self Esteem Month in Norman Wells.



Edmonton Journal

The Edmonton Journal has the largest circulation of any daily print publication in Alberta. Each day, more than 310,000 adults turn to the Journal, in print or online, for local, regional, national and international news and information. Building and nurturing partnerships within the community has been a corporate priority for the Journal since its inception in 1903. Today, the Journal provides cash and in-kind support for children’s and youth initiatives totaling \$1.5 million a year. Twenty-five programs, representing literacy, health, education, and sport and wellness are the focus of the Journal’s support. For example, the Journal has made a significant investment in the Raise a Reader literacy campaign that has generated financial support for four local agencies – Edmonton Public Library, CNIB, Centre for Family Literacy, and Edmonton Oilers Foundation/Reading Give It A Shot. In the coming year, the Edmonton Journal intends to increase its commitment by \$45,000.



Edmonton Oilers Community Foundation

For more than two decades, the Edmonton Oilers Hockey Club has given assistance in a variety of ways to thousands of community organizations. To continue that legacy of giving, the Edmonton Oilers Community Foundation was created as the charitable arm of the Edmonton Oilers. The foundation directs its resources to areas where it can have the most impact and invests in community programs and initiatives that focus on education, health and wellness for youth. Funds generated by Edmonton Oilers Community Foundation's programs and special events are used to support community organizations through financial contributions and in-kind donations. "The Edmonton Oilers Community Foundation is dedicated to building strong, vibrant, safe communities by providing support to youth, education, and health and wellness charitable organizations," said Gillian Andries, Executive Director.



EnCana Corporation

Calgary-based EnCana Corporation is one of North America's leading natural gas producers and the largest holder of oil and gas resource land onshore North America. EnCana believes that by partnering with its employees, community organizations and other businesses, it has the opportunity to positively shape the future of the communities in which it operates. In 2004, EnCana sponsored the Canada-Wide Science Fair and the Dare to Care program. They supported the Canadian Sport Centre Calgary's Youth Education through Sport (YES) Program, offered the EnCana Educational High School Bursary Program, supported Junior Achievement, Alberta Children's Hospital Foundation and the EnCana Cares Foundation. They are genuinely committed to a bounty of initiatives and programs that support Alberta's children and youth. "Community investment is the backbone of EnCana Corporation because it enables us to recognize, support and foster capacity building programs in the communities where we operate," said Gwyn Morgan, President and Chief Executive Officer.



EnCana Lifestyle Journey Program

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Bigstone Ventures Ltd.

*Providing A Solid Foundation
For Aboriginal Youth.*

“We have been blessed with opportunity in our province. We must seize this opportunity not only to better our lives and our communities, but to better the lives of children – leaving a legacy of stronger, safer communities,” said David Zobot, Manager.



"Alberta's Promise mirrored what we're doing on our own."

David Zobot
BIGSTONE VENTURES LTD.

So what does a supplier of oil and gas operators have to do with essential life skill development? "A ton," according to David Zobot, Manager, Bigstone Ventures Ltd. "We have been blessed with opportunity in our province. We must seize this opportunity not only to better our lives and our communities, but to better the lives of children – leaving a legacy of stronger, safer communities," he said.

Bigstone Ventures was originally created to manufacture and fabricate storage tanks and lease sites, however, the company has grown into the largest supplier of oil and gas operators, maintenance and construction crews in the Wabasca area. A joint-venture formed between the Bigstone Cree Nation of Desmarais and Petrocare Services Ltd. of Edson, Bigstone Ventures is a company that takes great pride in supporting the community through employment and other opportunities. In fact, 80 per cent of its employees are First Nations People.

As an Alberta's Promise partner, Bigstone Ventures is committed to giving the youth of its community the opportunity to harness their potential. Over the past year, the company has supported the Youth Apprenticeship Program (YAP), the Registered Apprenticeship Program (RAP) and has helped fund the Oil and Gas Operating Program for Mistassiniy High School. In 2004, Bigstone also helped found the Petroleum Industry Training Program offered at Northern Lakes College.

Along with this, Bigstone Ventures also provides financial support for a number of children's sports teams, field trips, school drama programs and special events. The company is committed to increasing its community sponsorships and donations by \$10,000 to a total of \$50,000 in the coming year. Distinctive industry giants like Bigstone prove that people and kids count.

"We've always been very involved in the community. In many ways, Alberta's Promise mirrors what we're doing on our own."

"As a company, it has helped us build on the pride we have. Even though we've been doing this for many years, our employees haven't had the benefit of the recognition – Alberta's Promise has helped us give our employees a bit of the recognition they deserve. They get a real kick out of seeing articles written in the newspaper about the work that we do as a company."

"I would recommend Alberta's Promise to any business – you'd be crazy not to sign up." said David Zobot, Manager.



Group photo taken at Skating Event sponsored by BVL



Enhanced Impressions

Enhanced Impressions is an image consulting business providing image management services to clients who specialize in areas of appearance, behaviour and communications. Research studies indicate there is a direct correlation between visual appearance and attainment of one's goals. For this reason, Enhanced Impressions will work with clients to create a positive and 'real' visual appearance that is consistent and in balance with their goals. In 2004, Enhanced Impressions developed and began delivering 'playshops' to teach children/youth the benefits of creating their winning image by keeping true to themselves and not giving in to the pressures of their peers. It is these skills that will help them to create a strong foundation and sense of purpose and direction. "It is Enhanced Impression's goal to invest in Alberta's future through educational workshops and thereby increase the awareness of image-related areas such as appearance, behaviour and communication skills and their relationship to achieving an individual's personal and professional goals," said Katherine Hess, Director.



ENMAX Corporation

ENMAX Corporation is celebrating its 100th year of providing Albertans with safe and reliable electricity. A wholly owned subsidiary of The City of Calgary, ENMAX provides electricity, natural gas, renewable energy and value-added services to more than 435,000 residential, commercial and industrial customers in Alberta through its subsidiary companies. In addition, ENMAX owns 50 per cent of Canada's largest wind farm and has the first and largest green power marketing program of its kind in Canada. ENMAX is committed to assisting Alberta's children and youth by partnering and supporting organizations that enrich their lives. The company contributes financially and in-kind to education initiatives such as scholarship awards, in-class safety education, stay in school mentor program support, and the creation of applied environmental leadership practices. ENMAX also supports various charitable organizations that benefit youth and their families through community programming and health research. "ENMAX believes strongly in playing an active role in the communities in which it operates and being a responsible and caring corporate citizen. At ENMAX we not only provide financial support to numerous organizations and charities, our employees are also actively involved in many of our initiatives that support youth, education and families," said Al Buchignani, Interim President and CEO. ENMAX will contribute to scholarship funding, human resources and financial support to develop programs designed to enhance the curriculum materials relating to energy management and conservation.



EPCOR

EPCOR is one of Canada's top providers of energy and energy-related services and products. The company has a proud history of support in developing tomorrow's leaders in innovative ways. As part of EPCOR's gift to the people of Alberta in the province's centennial year, EPCOR is the presenting sponsor of performances by the National Arts Centre Orchestra to children and youth across the province in the fall of 2005. These opportunities will expand the student's experience of the arts, inspiring them through interaction with world-renowned musicians. "Research indicates that students who are involved in creative arts programs stay in school longer, are better learners and are more likely to succeed in their chosen fields," said Denise Carpenter, EPCOR's Senior Vice-President Public & Government Affairs. "By inspiring and igniting the imagination of our youth, EPCOR is helping to build strong and sustainable communities in Alberta."



Pinchas Zukerman, Music Director of the National Arts Centre, will lead the Alberta Tour in the fall of 2005, presented by EPCOR. The tour features performances and educational workshops by the NAC Orchestra at schools throughout the province. Photo by Fred Cattroll.



Essential Communication Fund

The Essential Communication Fund assists charitable organizations by funding and supporting projects that strengthen communication, build capacity and extend the reach of the organization. The fund is supported by corporate partners who contribute financial and professional resources that enhance communications and services of charitable organizations. As an organization providing matching grants for the use of specific technologies, the fund provided up to \$500,000 in matching grants in 2004 in support of children, youth and families. The Essential Communication fund is committed to an increase in matching grants of up to 20 per cent per year through to 2006. After 2006, the fund is committed to a minimum increase in support of five per cent per year. “Enhancing the development of children, youth and families is the responsibility of everyone in society. We are excited to participate in Alberta’s Promise and are most pleased about the excellent work being done throughout Alberta,” said Dr. Mark Genuis, Chairman.



The Fairmont Banff Springs

Fairmont Hotels & Resorts are known for their warm and personal service, elegant hotels and resorts, and their rich history. What began as one hotel in 1888 has grown into one of the leading hotel companies in the world with luxury properties in the most spectacular locations across North America and the Caribbean. The Fairmont Hotels & Resorts Charitable Donations Program provides support from both Fairmont Hotels & Resorts and Delta Hotels to promote social responsibility within their communities of operation. The Fairmont Banff Springs’ Community Spirit Campaign raised approximately \$30,000 in 2004 for 11 charitable organizations – of which two were the Banff and Canmore Community Daycares. The Fairmont Banff Springs also participated in the Rooms from the Heart corporate program, which grants 200 wishes per year to the Make-a-Wish Foundation in the amount of \$75,000 US. The hotel supports local school fundraising initiatives and children’s cultural and athletic endeavors. While most donations are in-kind or colleague fundraising activities, the Fairmont Banff Springs is committed to continuing to support children and youth programs. “We are fortunate to work with a group of colleagues who are committed to making a positive difference in the environment and community,” said Ted Kissane, General Manager and Regional Vice-President.



The Fairmont Hotel Macdonald

Gracing the banks of North America’s largest urban parkway, The North Saskatchewan River Valley, The Fairmont Hotel Macdonald’s charm and classic elegance has provided Edmonton a place for every occasion since 1915. The Fairmont Hotel Macdonald donates gifts-in-kind to charities primarily in support of youth and youth issues. The hotel’s ongoing focus is to increase volunteerism among its colleagues and increase its participation in local Junior Achievement programming. “The Fairmont Hotel Macdonald considers charitable endeavors to be one of our key constituents along with our customers and our colleagues. Giving back to youth in the community is an investment in our future,” said Danny Crowell, General Manager.



The Fairmont Jasper Park Lodge

The Fairmont Jasper Park Lodge, The Grand Canadian Lodge Experience, offers guests luxurious accommodation, superb dining and an abundance of exciting activities and amusements all year-round. The Fairmont Jasper Park Lodge has been active in supporting local community initiatives and charities for many years. Since 1993, the resort has participated in fundraising and wish granting for the Children’s Wish Foundation, Alberta and Northwest Territories Chapters. In addition, the lodge supports the Make-A-Wish Foundation through Fairmont Hotels & Resorts Rooms from the Heart program that was launched in 2003. Through environmental and philanthropic means, The Fairmont Jasper Park Lodge also provides daily support of local daycares and out-of-school children with various forms of nutritional food. The Fairmont Jasper Park Lodge is committed to fostering healthy environments for children and creating special memories for those children who benefit from its support. “Whether it be school programs, support for community-based initiatives, or raising funds for special needs, our colleagues are involved at all levels, and we all have a sincere pride in the fact that we have been community and industry leaders bettering children’s quality of life,” said Jan Schoningh, General Manager.



The Family Office Ltd.

The Family Office Ltd. consists of in-house and outsourced professionals, including a trusted Family CFO, who together create a seamless, single source for its clients’ wealth planning needs. The Family Office model started 150 years ago and has been used by generations of European and American families. The original model was an advisory firm that served a single wealthy family. With advancements in technology, this service is available to a broad new group of Canadian families. The Family Office commits to annually direct five per cent of corporate pre-tax profits to its Corporate Social Investing Program. The Family Office is the corporate sponsor of “The Calgary Foundation” website, The Family Office Foundation and Agency Sustainability Fund at Alliance Charities. Family Office principles actively volunteer their time on a number of initiatives benefiting children and youth. Such initiatives include The Calgary Foundation’s Professional Advisors Committee, the Board of the Wood’s Homes Foundation, as Directors of the Speakers’ Bureau Leave a Legacy Calgary and as the Communications Chair for the Canadian Association of Gift Planners. “The Family Office acknowledges the importance of a strong community in providing a positive environment for family and business growth. It is therefore our commitment to support good works and charities and encourage our clients and peers to do the same,” said Hal Button, Director, Philanthropy.

Hal and Constance Button of The Family Office receive the commemorative print ‘Orphanage’ from Bill Roberts, Executive Director of Wood’s Homes Foundation.



Finning (Canada)

Finning (Canada) is a division of Finning International Inc. – one of the world’s largest Caterpillar dealers, operating in Canada, the UK, Chile, Argentina, Uruguay and Bolivia. Finning International Inc. sells, rents, finances and provides customer support for Caterpillar and other complementary equipment. The company matches employee donations to the United Way all across Alberta. These donations provide much needed support to many organizations committed to the well-being of children. In addition, Finning provides financial support to organizations such as Kids Kottage, Junior Achievement and the Alberta Children’s Hospital Foundation. The company is proud of its countless employees who volunteer their time to assist children and youth in the community. Finning has a Voluntary Involvement Fund available to its employees who volunteer in the community. Finning has committed to making a permanent increase in its contribution to the Voluntary Involvement Fund by 50 per cent. “Finning is committed to enhancing the care, protection, health, safety and education of the children living in the communities where we live and operate,” said Ian M. Reid, President.





First Calgary Savings

First Calgary Savings, the banking alternative for Calgarians, serves approximately 100,000 member-owners at 15 branch locations. First Calgary Savings is run by Calgarians for Calgarians, and they benefit by having a say in the company's future, sharing in its earnings and being part of a community. First Calgary Savings is committed to leading and learning in our city. Their community investment philosophy stems from their history as a credit union which, in its essence, is about people helping people. Leading in their communities means continued commitment to financial and non-financial support to charitable partners who work diligently to address Calgary's urgent needs. When First Calgary Savings enters into charitable partnerships, they hope to develop relationships that build over time and are win-win for all parties involved. The majority of annual community investment activities (financial and non-financial) are directed at advancing learning in Calgary, which means that students in schools are a key focus. Each of the 15 branches is partnered with at least one neighbourhood school. For philanthropic donations (receiptable) First Calgary Savings designates at least one per cent of pre-tax profit annually to charitable causes. This will continue to grow as profit increases. "First Calgary Savings recognizes the value of investing in the future of our children and youth. We are proud to join together with others in the province to ensure healthy futures for everyone," said Dave Gregory, President & CEO.



Flames Foundation/ Calgary Flames Hockey Club

Flames Foundation/Calgary Flames Hockey Club represents a true family comprising ownership, staff, alumni, players and partners. The club formed this alliance as the umbrella for all of its charitable endeavors and called it the Flames Foundation. The foundation's mission is to help build better communities through teamwork. In their 24-year history, the Calgary Flames have donated over \$23 million to various charities in Calgary and Southern Alberta. Charities benefiting include the Tom Baker Cancer Centre, Alberta Children's Hospital, Renfrew Educational Services, Parks Foundation, Minor and Amateur Hockey, STARS Shock Trauma Air Rescue Society and the Calgary Health Trust. In the coming year, the Flames Foundation intends to continue its commitment and funding to support children and youth in Alberta. "It has been a mandate of the Flames organization since the club arrived in 1980 to make a positive contribution to the quality of life for all Calgarians," said Ken King, President and CEO.



Foresters

Foresters is a financial services organization operating in Canada, the United States and the United Kingdom. The company offers products such as life insurance and annuities. For 130 years, Foresters' reputation has been tied to more than financial strength. It is committed strongly to supporting families and community. The organization invests time, money and resources to raise funds and strengthen charitable organizations such as the Children's Miracle Network and Prevention of Abuse America. Foresters members and staff volunteer locally. "Our involvement with Alberta's Promise offers us an additional opportunity to do what we do every day; investing time and money to raise funds and strengthen children's causes throughout North America and the United Kingdom. We look forward to working together, so we can be even more effective in raising awareness for the well-being of children in our Alberta communities," said Deb Schultz, President, Alberta Regional Council.



Alanna's speech, Foresters

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Corus Radio

Alberta's Promise Is On The Air.

"We use the power of radio to tell stories that motivate the community to help those in need. It is our responsibility as broadcasters and we are proud to do it," said Doug Rutherford, General Manager Edmonton and Vice-President, Corus Radio Western Canada.



“Our radio programming adheres to family values within the community.”

Garry McKenzie
CORUS RADIO

Radio is a powerful medium with the ability to reach out and motivate millions of listeners at a time. And that’s just what Corus Radio has continued to do over the past year – taken Alberta’s Promise to the airwaves and into the homes, cars and workplaces of people across the province. The Calgary stations are Q107, CHQR 770 and Country 105, and in Edmonton, 880 COOL, 92.5 Joe FM, KISN Country and 630 CHED.



Corus Radio Kids

Corus Radio continues to support numerous organizations that focus on helping children and youth and has grown its commitment in Edmonton and Calgary. In 2004, Corus Radio in Calgary raised \$885,000 for the Alberta Children’s Hospital through its Country 105 Cares for Kids Radiothon and \$150,000 for the Calgary Children’s Foundation through its CHQR pledge day.

The Alberta Children’s Hospital is absolutely thrilled with what Country 105 has been able to do for them. For the past two years, the popular Corus station has helped raise awareness about the children and families that use the facility.

“Alberta’s Promise is a natural fit for us,” said Garry McKenzie, General Manager, “Our radio programming adheres to family values within the community and we partner with many organizations that have children and youth as their primary benefactors.”

As in Calgary, Corus Radio has four distinct radio stations in Edmonton which all support children’s causes every year. In 2004, all four Edmonton Corus stations teamed up to raise money for the Stollery Children’s Hospital with a three-day radiothon. To date, this event has raised more than \$3 million for the hospital.

As well, every year, over 100 Corus employees volunteer and contribute to the success of Santa’s Anonymous – a year-round fundraising event that raises close to \$900,000 in cash and toys each year to help make sure all children in Edmonton have something to open on Christmas morning.

“We use the power of radio to tell stories that motivate the community to help those in need. It is our responsibility as broadcasters and we are proud to do it,” said Doug Rutherford, General Manager Edmonton and Vice-President, Corus Radio Western Canada.



FortisAlberta Inc.

FortisAlberta is an electric distribution company with approximately 407,000 customers in Alberta. It is a wholly owned subsidiary of Fortis Inc.- a diversified, international electric utility holding company based in Newfoundland and Labrador. FortisAlberta makes an annual commitment of over \$50,000 to community investment under the education category. In 2005, they have committed to increase their electrical safety education program which they bring to schools. The company supports leadership, mentorship, volunteerism, literacy and encourages young people to enter the (electrical) trades. Mona Bartsoff, Community Investment Advisor said, “FortisAlberta supports the future of the province by focusing on youth; their safety, education and spirits.”

Framework

Framework Partners Inc.

Framework Partners Inc. is a management consultant firm renowned for its strategic thinking and guided implementation skills. Framework works hand in hand with clients to help them adapt to changing environments through market positioning, realigning systems and processes, refocusing people and evolving governance processes. Framework Partners’ strong commitment to children and youth in Alberta can best be illustrated by its involvement with Calgary French & International School (CFIS). Framework designed, spearheaded and was the key player in envisioning and realizing the \$20 million capital and program expansion of this charitable organization.



Premier Ralph Klein, cake cutting with Framework Partners Inc.

The City of Calgary and Alberta Government have both recognized the strength and commitment of the community and educational partnerships formed as the foundation of this organization’s repositioning. CFIS is recognized as a successful Public Private Partnership (P3) model that is a strategically important benchmark in the province. Furthermore, the programs and services now available from CFIS place it in a position to be distinguished among language institutions in Western Canada. Through its Centre of Excellence for students and teachers qualified in language education, CFIS conducts research and offers professional development for the benefit of the broader education community. The Calgary community benefits from: programs and facilities which have served over 200 community children in its first summer of operations; applied research opportunities in curricular labs for post-secondary institutions; new educational pilot programs at SAIT that introduce youth to new technologies and post-secondary options at an earlier age; and, professional development for language teachers across Alberta.



Frank Flaman Sales Ltd.

Frank Flaman Sales Ltd. sells and services farm, agricultural and fitness equipment. They also provide and service security equipment. The company is an active supporter and contributor to a number of charitable endeavors which include funding eyesight operations in the third world, providing funding for diabetes research, supporting World Vision and Win House, and volunteering to mentor children about how to embrace a healthier lifestyle. Frank Flaman Sales Ltd. intends to increase its commitment to Alberta's youth by \$1,000 in the coming year. "When you do the right thing, the success of a business takes care of itself," said Frank Flaman.



Freewheel Jasper

Since opening in 1983, Freewheel has been one of Jasper's premier cycling/snowboard/clothing shops. The owners and many of the staff grew up enjoying the outdoors and want to share this experience with the youth and the community through their programs. Freewheel's commitment to youth and kids stems from the desire to encourage kids to participate in safe, healthy outdoor activities. The 'Freeskool' mountain bike program takes kids aged 8 to 16 mountain biking each summer Sunday. Twice each summer, the kids get an opportunity to bike to destinations throughout Alberta and B.C. There are 70 kids registered in the program, as well as about 10 regular volunteer coaches. Freewheel also partners with Marmot Basin Ski Area to put on kids' alpine events and are involved with the Jasper Adventure Club for Kids (JACK) – a community initiative to get kids outdoors doing healthy, safe activities. Freewheel Jasper also regularly donates bicycle helmets and rebuilt bicycles to children in need. The company intends to increase its commitment by at least five per cent in the coming year. "We are fortunate to live in a province with great opportunities, and by setting positive examples, our children can ensure the future is just as promising for the next generation of Albertans," said Dave MacDowell, Co-owner.

Jasper kids enjoy the bike and helmet contributions of Freewheel Jasper.

Fulford Consulting Inc.

Sherwood Park-based Fulford Consulting believes that having kids involved in sports is beneficial to their overall development. As a result, the company has committed to increase its cash donations to children's programs by \$500 a year for the next three years. "A kid stealing second base... is not stealing cars," said Douglas Fulford, President.



Galbraith Law Office

Galbraith Law Office

Galbraith Law Office provides real estate, small business, and wills and estate legal services. Stan Galbraith's involvement in the Edmonton Mayfield Rotary Club and Junior Achievement helps support the many youth projects in the Edmonton area. Galbraith Law Office will continue to provide time and volunteer services to children through organizations such as the Edmonton Mayfield Rotary Club and Junior Achievement. The staff is encouraged to also volunteer to worthy youth support causes. The firm will increase its financial commitment to the children and youth of Alberta by at least five per cent every year for the next four years. "Give to our children and the bright sparkle in their eyes will tell you the impact your gift has had," said Stan Galbraith, Lawyer.



Golden Acre Garden Sentres Ltd.

Founded in 1967, Golden Acre Garden Sentres provide quality nursery stock and garden products to Calgary and area. The company prides itself on educating Calgarians in horticulture and helping make Calgary a better place to live through community involvement. Golden Acre is proud to be part of the Forever Green program and wishes to thank the City of Calgary Parks, BP Canada Energy Company and the Calgary Health Region for making the BirthPlace Forest possible. The company's current commitments include support for the Calgary Children's Foundation, Calgary Interfaith Food Bank, Forever Green and the Olds College Foundation. Golden Acre intends to contribute \$750,000 over the next five years. "We continue to support hundreds of communities, schools, charities – especially those involving children – and to help in any way we can to make a difference in the City of Calgary. My philosophy has always been, 'We get out of life what we put into it' and this will never change," said Wade Hartwell, President.



Harcourt & Associates

Harcourt & Associates is one of Western Canada's leading search firms. Since 1976, the company has successfully recruited and placed candidates in Alberta, across Canada and worldwide. In 2004, Harcourt & Associates partnered with Boys and Girls Clubs of Edmonton and Crystal Kids, providing cash donations to both organizations. Staff volunteered their time for the Children's Wish for Christmas at the Sears stores, and participated in the Young Chef's programs for the Boys and Girls Clubs. The firm's staff also helped at the Kids Christmas Party for Big Brothers Big Sisters, and wrapped for Santa's Anonymous. "It was really fun and rewarding to volunteer with the Big Brothers Big Sisters Christmas Party. I could tell that they have really made a difference in the lives of the kids they have developed relationships with. The kids really enjoyed themselves, and it was such a treat to see their eager eyes as they waited for Santa to arrive," said Deanna Emberg, Recruitment Coordinator.



Heritage Enterprises Ltd.

Heritage Enterprises provides vending services in sports, recreation and school facilities throughout Alberta. The company believes that the successful students of today will be the leaders of tomorrow. To that end, Heritage has provided support levels for schools for the past nine years. Their contributions include a sports support program which provides scoreboards and sporting equipment, a \$25,000 annual scholarship program, and Career Steps, a work shop for job skills aimed at students from grades 8 to 12. Heritage intends to continue its strong commitment to providing financial support and volunteer hours to a number of Alberta organizations and programs serving children and youth. These include the sponsorship of a school lunch program and the Sherwood Park Crusaders Hockey team, providing product support for sports and other programs, and volunteering at Career Steps. "If we don't support the young people of today we are destroying our own future!" said Jerry Hanna, General Manager/Partner.



Home Depot volunteers work to build a playground for the women and children who utilize YWCA programs.



Home Depot

Since 1978, Home Depot has donated almost \$100 million and tens of thousands of volunteer hours to communities throughout Canada. The Team Depot Volunteer Program is designed to tackle local projects with energy and expertise. Home Depot also supports at-risk youth initiatives. Their development and restoration of affordable housing and environmental programs have been very successful. Home Depot will continue to support local youth at-risk initiatives by providing volunteers and materials. Home Depot has committed to providing \$1 million to support playground building projects in Canada by the end of 2005. "We are deeply committed to corporate citizenship and bringing together all of our resources to empower people with knowledge, tools and support to help build better communities. The future of our communities depends on our youth and we are proud to be a partner in Alberta's Promise to help ensure the young people of our province are nurtured and given the necessary life skills to succeed," said Annette Verschuren, President.



HomeFront

HomeFront Society for the Prevention of Domestic Violence was established in 1999 and transitioned from project to charitable agency status in 2004. Its mission is to reduce domestic violence in Calgary through coordinated community action. Children are the silent victims in cases of domestic abuse. HomeFront is actively seeking funding to establish an Early Intervention & Outreach program as a logical extension of its current work. The program will address a gap in service and assist those families in Calgary and area impacted by domestic violence who otherwise ‘fall through the cracks’. HomeFront’s goal is to help families break the cycle of poverty for their children by building homes for low-income families with children. The following year, 14 more families will move in. “HomeFront remains committed to Alberta’s children and youth and will continue to respond to their needs. Our children deserve the best we can offer,” said Bonnie Knox, Executive Director.



Husky Energy Inc.

Husky Energy is a Canadian-based integrated energy and energy-related company that ranks among Canada’s largest petroleum companies in terms of production and the value of its asset base. Its activities are currently focused in Western Canada, offshore Eastern Canada, China and other international areas. Husky takes great pride in its community-giving program and focuses on youth and education, diversity, aboriginal affairs and community investments. The company donated over \$4.8 million to various community initiatives across Canada in 2004, with 78 per cent of the contributions directed towards educational and youth endeavors. In 2004, the company created a \$3 million endowment at the University of Calgary to provide

long-term research in Bituminous materials. Husky has contributed an endowment of \$50,000 to the Western Canada High School Legacy fund, providing scholarships to graduates. Husky has developed initiatives to assist with 16 aboriginal communities where it has operations, and participates in Lakeland College’s Aboriginal Petroleum Employment Training Program through direct financial support and hiring of graduates. The company also proudly sponsors the Children’s Pow Wow held during the Calgary Stampede. “Husky Energy and its employees are committed to the communities where we live and work. We invest in children and youth to give them the opportunity to succeed in the future,” said John C.S. Lau, President and Chief Executive Officer.



Young skiers enjoy their day in the Rockies thanks to the Husky Grade 2 Fun Pass.



IBM Canada

IBM Canada is a leading provider of advanced information technology products and services. IBM Canada has conducted business in Alberta for over 85 years and currently employs over 2,300 employees, both permanent and on contract, representing \$153 million in salaries in the province. Volunteerism is an integral part of IBM's culture. In 2004, IBM employees in Alberta donated more than 65,000 hours of their personal time to community causes. IBM provides technology grants to several organizations that support children and youth. "Our community-based partnerships are designed to create a positive, lasting influence on society with particular emphasis on education and workforce development. IBM is proud to be a part of the Promise Builder team as the Alberta's Promise initiative strives to build a brighter future for the children and youth of Alberta," said Dan Fortin, President of IBM Canada.



IBM is committed to inspiring young minds.



Jeff Parry Promotions

Jeff Parry Promotions is a Calgary-based concert promotion and production company, bringing family and children's entertainment into Western Canada. Unused tickets to the concerts are donated to underprivileged students and the company participates in coaching baseball. "Anything to help the kids, of which I have two," said Jeff Parry, President.



JEM Standardbred Retirement Foundation

JEM Standardbred Retirement Foundation (JEM SRF) is a non-profit association dedicated to preserving the natural life cycle of Standardbred racehorses. JEM SRF provides stabling, turn-out, medical care and tender loving care for retired Standardbred racehorses. JEM SRF is also reaching out to the community to offer their facilities and provide a safe place where children can experience first hand the amazing grace and beauty of horses. The foundation rehabilitates the retired racehorse to live out its life in a natural state of environment. This program provides a wonderful opportunity for children to enjoy the horses and experience therapeutic riding. For the coming year, JEM SRF has committed to reaching out to children through grooming clinics, riding and companionship with the retired horses. "We love to watch and imagine what is going through a child's mind when they come to visit these gentle majestic athletes. It isn't unusual to see trepidation mixed with awe as they slowly approach with an outstretched carrot in hand, turn to us with a gigantic smile and giggle as the horse gently nibbles the carrot from their hand. It is always a joy to us and to the horses, as they adore attention," said Gary Thompson, Director.

KidTropolis

KidTropolis

Who says that kids have to wait to grow up before they can experience the real world? KidTropolis is more than a theme park, it's a unique indoor city just for kids aged 5 to 14, located in West Edmonton Mall. At KidTropolis, children experience career simulations in a fun and interactive 50,000 square foot real-city setting. The adult-supervised activities are linked to the Alberta Learning Curricula as part of the KidTropolis School Program. The company's first year capital investment was over \$3.5 million, and created 50 new jobs for youth and 10 for management. High needs kids, schools and charitable organizations will benefit from the company's charitable out-reach programs. Employees are encouraged to volunteer one day to youth and education, which will be considered a paid workday, for an annual commitment of \$2,500. Additionally, KidTropolis will provide 500 free passes each year, valued at \$12,500, to qualified charitable organizations – these can be used by the organization or resold to raise funds. "A child's capacity to innovate is greatly affected by their educational experience. We just add a little spice to the process so the experience is memorable and in turn empowers these kids to be bold," said Darryl K. Bowie, Chief Operating Officer.



KidTropolis Fire Crew

Kinette Club of Calgary

The Kinette Club of Calgary is a vibrant group of women dedicated to serving the community's greatest needs and has been doing so since 1948. Throughout the years, these needs have taken many different forms. Women between the ages of 18 and 118, looking for fun and fellowship, while helping in their communities, are invited and encouraged to join the club. The Kinette Club's main priority is to have donations go to local charities that specifically allocate time, money and effort toward helping women, youth and children. The Club committed \$33,650 and 17 volunteer days in 2004, and hopes to increase its fundraising dollars on an annual basis. "Improving the quality of life for our children... what a priceless gift to give our children," said Carla Gervais, President.

Proud to be a member



Lethbridge Chamber of Commerce

The Lethbridge Chamber of Commerce is a community-based, volunteer business organization. Its purpose is to serve and represent the interests of its over 600 members by promoting and enhancing free enterprise to benefit the social and economic environment of the City of Lethbridge. The Chamber's "Adopting a Citizen of Tomorrow" program identifies all Lethbridge School Districts' junior and middle high school students who personify positive attitude, involved citizenship, good attendance and best effort attributes. Businesses partner with one grade of one school each month for 10 months. A gift valuing \$10 and a certificate of recognition are presented each month to the winning student, for a commitment of \$100 a year. The Chamber commits approximately 100 hours of volunteer time to this program and expects this commitment to increase. "The intent of 'Adopting a Citizen of Tomorrow' is to reward citizenship and encourage positive social skills. Students are selected based on their positive attitude, good attendance, acts of citizenship and best or most improved effort," said Dennis Chinner, President.



Wagon ceremony, Lethbridge Chamber of Commerce

Lethbridge Lodge Hotel and Conference Centre

The Lethbridge Lodge Hotel and Conference Centre is southern Alberta's premier hotel and conference centre. The Lethbridge Lodge Hotel is pleased to bring back the Ginger Bread Challenge this year. All proceeds of this annual event are donated to the Children's Wish Foundation. In addition to its \$3,400 in-kind contribution, \$4,200 in cash was donated in 2004. In the coming year, the Lethbridge Lodge intends to increase team participation from 22 to 35 and anticipates making an increased donation of \$4,500. "Through this event, and events like this, we are committed to give back to our community," said Eric Normand, General Manager.



Lethbridge Lodge Ginger Bread Challenge November 30, 2004



MANPOWER opens EMPOWER in Fort McMurray.

Manpower Services Ltd.

In Alberta, Manpower Services is committed to community enhancement projects and, as a result, has developed a workforce development program called TechReach. The mission of TechReach in Calgary is to provide today's businesses with a new source of work-ready skilled workers, through training, assessment and employment for many of Calgary's unemployed and under-employed. Manpower Services has also shown commitment to the Talent Pool Society, by donating time on the committee, over \$10,000 to create a website and reference booklet for the Calgary Chamber of Commerce Talent Pool, and creating a web-based recruitment tool, UltraSource, that allows employers to easily place job openings with suppliers of diverse groups of candidates. Manpower is active in its involvement with community-based organizations such as: Face to Face — Partners in Mentoring, Employabilities, Champions Career Centre, Calgary Immigrant Women's Association, Lifting the Bar, Calgary Catholic Immigration Society, Calgary Board of Education's Career Pathways and Junior Achievement. Manpower Services commits to increasing its contributions of both resources and time to support the Alberta's Promise vision. "Children are the future of our organization and the security of the Alberta Advantage for everyone. Ensuring children and youth receive an opportunity to make a bright and prosperous future for themselves and the province is an important issue for all Albertans," said Audrey Luft, President.



MACLAB Enterprises

MACLAB Enterprises is an Alberta-based, privately held, real estate development and property management firm with operations in Western Canada and the United States. Founded in 1954, the company's growth has paralleled the growth of the Edmonton community. Principal areas of activity involve land development, rental housing, hotels and commercial space. MACLAB sponsors the Edmonton School Hot Lunch Program, the City Centre Education Project and is the financial backer of the Citadel Theatre Students Club. The company will continue to sponsor these programs and will progressively increase their contributions specifically into areas that improve living conditions and opportunities for children in Alberta. "Each one of us at MACLAB is committed to improving opportunities and living conditions for children throughout our great province," said Bruce Bentley, President and CEO.



MaxWell Realty Inc.

MaxWell Realty is a franchise real estate company headquartered in Calgary. With more than 550 realtors in six Calgary offices and franchise offices in Canmore, Edmonton, Lethbridge, Medicine Hat, Red Deer and Chestermere Lake, MaxWell is dedicated to helping people buy and sell homes, condominiums, acreages and farms throughout Alberta. MaxWell Realty is a partner with Kids Help Phone. The company committed \$28,000 in cash in 2004, volunteered for the Designer Showcase and the Bell Kids Walk, and donated the MaxWell inflatable tent for Kids Help Phone events. The MaxWell tent is also donated

to charitable events for Cerebral Palsy, Brianne's Hope for a Miracle, Boys and Girls Club, Terry Fox Run and the Salvation Army. MaxWell also supports the Calgary Real Estate Board Charitable Foundation which benefits children and youth in Calgary and area. MaxWell's 2004 financial commitment was \$32,000. The company intends to increase this commitment by \$3,000 in the coming year. "We like our association with Kids Help Phone, as our business is directly linked to children and their families. Our corporate motto is—We make our living in the community. We give back to the community," said Dick Oakes, President.



Ken King at the MaxWell Realty Inc. Red Wagon Presentation.



Melcor Developments Ltd.

Melcor Developments Ltd. is primarily engaged in the acquisition, planning, development and marketing of urban communities and the subsequent sale of single family, multiple family and commercial/industrial lots in Alberta and in Arizona. Melcor's operations also consist of ownership, development and management of commercial properties in Western Canada which include two championship golf courses in the Edmonton area. Melcor is a member of IMAGINE, a national organization committed to promoting corporate philanthropy. Melcor provides ongoing support to many charities that serve the needs of children and youth including the YMCA and member agencies of the United Way and Catholic Social Services. Melcor will continue to encourage its personnel to volunteer their time toward charitable organizations. "Philanthropy and generosity, both corporately and personally, assist the needy in terms of provision of goods and services. Compassion and kindness towards those less fortunate will be appreciated and will inspire and motivate those who get a helping hand. By giving of our time and money, we feel better to have helped those in need. By being responsible citizens and helping the less fortunate we ensure survival of the democracy and free enterprise system that has enabled us to prosper," said Tim Melton, Executive Chairman.



Merck Frosst Canada Ltd.

As one of the country's leading research-based pharmaceutical companies, Merck Frosst responds to society's health needs through the discovery and development of innovative medicines and vaccines. Merck Frosst is a recognized leader in the treatment of arthritis, asthma, osteoporosis, HIV/AIDS, glaucoma, prostate disease, migraines and infectious diseases. Based in Montreal, the company employs approximately 1,900 people including 300 of the world's leading scientific personnel. The company is committed to the health, safety and well-being of the people who take its medicines. What's more, Merck Frosst is committed to its employees, neighbours and others in the communities in which it serves. In the coming year, Merck Frosst intends to continue its commitment of supporting a wide variety of programs that promote science education to benefit children and youth. "Merck Frosst believes that its responsibility as a corporation extends beyond its primary business, which is to respond to health needs of society through the discovery and development of innovative medicines and vaccines. Our mission entails something more – not only are we committed to the health, safety and well-being of the people who take our medicines, but also to our employees, neighbours and others in the communities in which we have a presence. We cannot succeed as a business unless we live up to this promise," said Andre Marcheterre, President.

Lake Minnewanka Boat Tours (1977) Ltd.

Lake Minnewanka Boat Tours provides educational boat tours to Banff and Canmore preschools, daycare and summer children's groups. The company will continue to support these groups and also offer tour discounts to select student groups from around the province. In 2004, Lake Minnewanka Boat Tours hosted 199 students and in accordance with group increases, is committed to increasing its student numbers by at least five per cent through to 2007. "We take pride in our company and what we can offer our community and especially our youth. We hope we can both entertain and educate our youth and give them a sense of pride in where they live," said Ian B. Mackie, CEO.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Bringing Alberta's Promise Home

"Our involvement with Alberta's Promise offers us an additional opportunity to do what we do every day; investing time and money to raise funds and strengthen children's causes throughout North America and the United Kingdom," said Deb Schultz, Foresters, Alberta Regional Council President.



“We’re investing time and money to raise funds and strengthen children’s causes throughout North America.”

Deb Schultz
FORESTERS

For 130 years Foresters has operated on the principle that the growth and prosperity of individual families is linked to the communities in which they live. That’s why they take great pride offering financial products such as life insurance and annuities in Canada, the United States and the United Kingdom, and ultimately invest their net profit back into the community – specifically in support of children’s causes. Along with delivering a great deal of financial support on two continents, Foresters members and staff donate thousands of volunteer hours every year. In 2004, alone, Foresters clocked almost 100,000 volunteer hours in support of the community and children.

Last year, Foresters worked in partnership with Corus Entertainment Radio to raise more than \$1 million for the Stollery Children’s Hospital Foundation and \$885,000 for the Alberta Children’s Hospital Foundation through its Country 105 Cares for Kids Radiothon. Foresters underwrites the cost of the Radiothons



Foresters Horse Show

of which was in support of children. The organization also launched a charity horse show in Calgary, which resulted in a \$22,000 donation to the Alberta Children’s Hospital Foundation.

“Our involvement with Alberta’s Promise offers us an additional opportunity to do what we do every day; investing time and money to raise funds and strengthen children’s causes throughout North America and the United Kingdom. We look forward to working together, so we can be even more effective in raising awareness for the well-being of children in our Alberta communities,” said Foresters, Alberta Regional Council President, Deb Schultz.

so that all of the funds raised go to help sick kids – that means more research, more life-saving equipment and more miracles.

And they don’t stop there. Forester’s volunteers donated \$214,000 to community organizations from Lethbridge to Grande Prairie, the majority



NetLAN Consulting Inc.

NetLAN Consulting Inc. is a network consulting company that specializes in designing, implementing, securing and supporting computer networks. They offer solutions for both LAN (Local Area Networks) and WAN (Wide Area Networks) – solutions that involve the use of the internet and telephone technologies. NetLAN is committed to the development of children and youth programs through their partnerships with the Calgary Boys and Girls Community Club and Child and Youth Friendly Calgary. NetLAN contributes their expertise and time to these worthy organizations so that youth have the opportunities to realize their potential. In the coming year, NetLAN intends to extend its commitment of donating time and expertise in the development and planning of the proposed programs. “Our children and youth are the future of our society. Anything that can be done to improve their chances of success merits our commitment – to get involved and make a difference in their lives, either through our direct actions or the actions of our agency partners,” said John Corriveau, Chairman.



Northlands Park

Northlands Park joined the Alberta’s Promise lineup in spring of 2004 with a focus on commitment to youth. Each of its Alberta’s Promise programs are held in conjunction with Edmonton’s Klondike Days Exposition, Farmfair International and Canadian Finals Rodeo. The inaugural program was Talent Explosion, an annual competition designed to develop amateur vocalists, dancers and musicians. In 2005, Northlands is introducing three new programs to their Alberta’s Promise menu. Monday Morning Magic is a unique event that gives special needs children the opportunity to enjoy Klondike Days before the crowds rush in. Rodeo Magic gives special needs children the chance to be cowpokes for a day during Canadian Finals Rodeo. The third new event is Country Vocal Spotlight, a talent competition held during Farmfair International and Canadian Finals Rodeo. “Creating opportunities for youth is one of our greatest pursuits,” said Ken Knowles, General Manager and Chief Operating Officer of Northlands Park. “It’s a key part of our promise to lead and support our communities and to make a contribution to the bright future of Alberta.”

Arron MacKenzie is the 2004 Talent Explosion winner. This 19-year-old Edmontonian graduated, with honours, from the Victoria School for the Performing and Visual Arts and he is continuing with his education in the performing arts at the Musical Theatre and Performance Program at Sheridan College in Ontario. His future plans are to perform on Broadway and in theatre across North America and Europe.



Oil Sands Discovery Centre

The Oil Sands Discovery Centre is an award-winning facility located in Fort McMurray. The centre serves to present the history, science and technology of Alberta’s Oil Sands – the world’s largest single deposit of oil. The centre is one of Alberta Community Development’s Historic Sites and Cultural Facilities. Apart from hosting thousands of regular visitors, it also designs and develops a large number of educational programs for children from ECS to grade seven. Education programs are free and materials are sponsored by the Athabasca Oil Sands Project. In the coming year, the centre intends to continue its commitment of providing a hands-on experience to all regional school children from ECS to grade seven.





Optimist Club of Red Deer

Meeting the needs of young people in communities worldwide, Optimist Clubs have been 'bringing out the best in kids' since 1919. Optimist Clubs conduct positive service projects aimed at providing a helping hand to youth. The Optimist Club of Red Deer targets youth up to 18 years of age, and raises funds through bingos, casinos, raffles and an annual fundraising dinner. The club also does hands-on volunteer work such as maintaining facilities at Camp Woods Scout Camp, and playground construction. The Optimist Club of Red Deer supports a variety of youth-centred programs as well. Programs include the Lindsay Thurber Comprehensive

High School band and choir programs, Scouts Canada, St. John Ambulance youth training, Red Deer Minor Hockey, Red Deer City Soccer, and Kidsports. The Optimist Club is planning on maintaining its current undertakings as well as contributing an additional \$50,000 over the next five years to a community library expansion at the Dawe Community School branch of the Red Deer Public Library. "To think only the best, to work only for the best, and to expect only the best. These are the words that have extra meaning when it comes to supporting and encouraging our youth," said Ken Williamson, Past President.



Members of the Optimist Club of Red Deer build a playground.

Business *in Calgary*

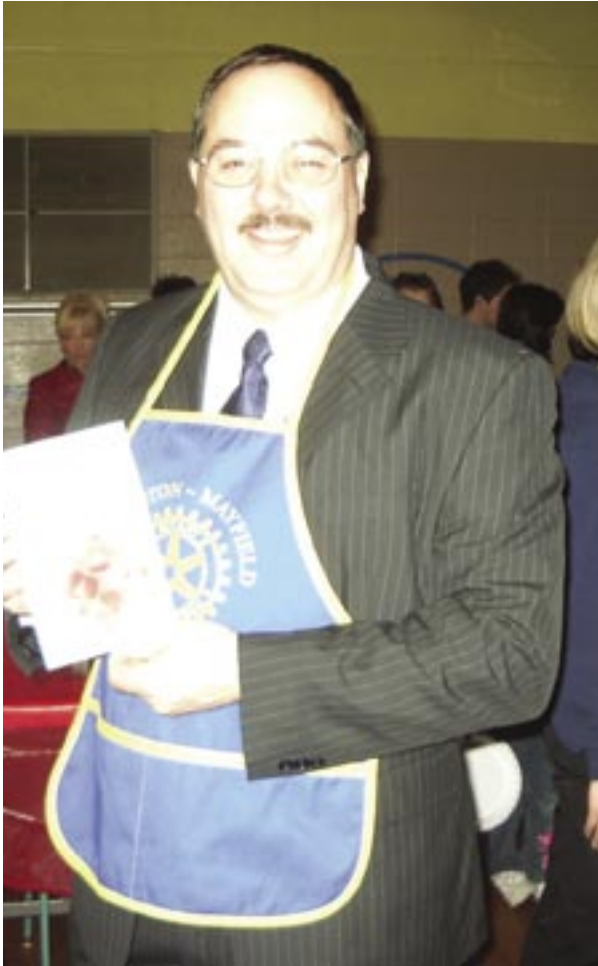
OT Communications

OT Communications is the publisher of *Business in Calgary* magazine, the voice of the city's business community. The magazine has a monthly circulation of 33,500 copies. OT Communications is committed to assisting Alberta's Promise by educating readers about Alberta's Promise mandate. To accomplish this, the company will produce one article per year about Alberta's Promise and information about how to get involved to help children and youth. OT Communications will also provide four complementary display ads per year for the term of the partnership, and offer Alberta's Promise partners an opportunity to be recognized within the business community for their philanthropic contributions to children and youth in Alberta. The company offers Alberta's Promise partners an opportunity to purchase one display ad and receive an equal amount of space free of charge. "We're looking forward to our association with Alberta's Promise and contributing to the benefits the children and youth receive is an honour," said Tim Ottmann, Publisher.



Pfizer Canada

Pfizer Canada is the Canadian operation of Pfizer Inc., the world's and Canada's largest research-based pharmaceutical company. Pfizer Canada is involved in every major phase of research and development for new medicines with a network of 250 partners including Canadian universities, research hospitals and bio-tech companies in every province across the country. Pfizer has committed to investing \$180,000 over a three-year period ending in 2006. This valued funding will enable the Alberta Regional Student Science Fair Winners (23 teams and eight mentors) to attend the Canada Wide Science Fair. "As Canada's premier research-based pharmaceutical company, Pfizer is thrilled to see the enthusiasm of today's youth for the world of science and we are delighted to encourage their exploration and creativity," said Jean-Michel Halfon, President.



Brightview School turkey lunch



PTI Group Inc.

Edmonton-based PTI Group Inc. is North America's leading integrated provider of lodging and food services to remote locations throughout the world. It is also a company that believes in giving back to the communities it serves. PTI is a strong supporter of education, with a \$10,000 annual commitment to Keyano College in Fort McMurray. The company also sponsors the annual Caddie Classic in support of the Boys and Girls Club of Edmonton, a \$250,000 commitment to NAIT, and various other smaller commitments throughout Alberta, British Columbia and the Northwest Territories. "We believe it is our corporate and personal responsibility to prepare our children, as best we can, for what lies ahead of them in this most challenging world. For these children who, for whatever reason, do not have as many advantages to succeed in this preparation, as others, it is incumbent upon us, as citizens of the world, to try to make those opportunities available," said Sandy Slator, President and CEO.



Qualico Developments West Ltd.

Qualico is a fully integrated real estate development company with operations in Calgary, Edmonton, Vancouver and Winnipeg. It is one of the largest real estate development operations in Western Canada. Qualico is dedicated to building safer communities for families to grow and prosper, and they are very committed to making a difference in the community through participating where it matters – the children and youth. The company has aligned itself with several organizations whose mandate is ‘children first’. These include Calgary’s Habitat for Humanity, Calgary’s International Children’s Festival and the Irwin School of Dance. “Not only is it Qualico’s commitment to build safer, smarter communities where families can grow and prosper, but it is also our commitment to build partnerships and relationships with organizations who share in our beliefs,” said Len Shienbein, Vice President.



Qualico and Habitat partner together to build a new home for a Calgary family.



QUIKCARD Solutions Inc.

QUIKCARD Solutions Inc. offers cost-effective flexible health benefit plans to Canadian business owners. Their benefit options include dental and vision coverage. Further options include a variety of health services that include physiotherapy, employee and family assistance programs, pharmaceuticals and massage therapy. Since its inception in 1989, the company has maintained a steadfast commitment to the community. In the coming year, QUIKCARD Solutions commits to more work with the Youth Emergency Shelter, Junior Achievement, Juvenile Diabetes Association and Stollery Children’s Hospital. “We are committed to making Alberta a better place for our kids,” said Lyle Best, President and CEO.



Ramada Hotel & Suites Lethbridge

The Ramada Lethbridge is a hotel dedicated to providing exceptional customer service and great guest experiences. The hotel currently participates in numerous programs for youth. The Ramada Referee Recognition program encourages Minor Hockey referees to give it their all. The hotel donates a water park pass each month in a draw (approximately \$200 value in gifts-in-kind). The Ramada Lethbridge also sponsors numerous schools’ Student of the Month and Athlete of the Month awards by donating 10 water park passes monthly to each school. There are 20 schools set up on this program representing an in-kind contribution of \$3,000. “The investment of time and effort into our youth will foster an environment that encourages personal success and a sense of belonging. In a world that is so insecure, we should all be willing to do our part in contributing to the security of our future... our youth!” said Brad Salmon, General Manager.



Recreation for Life Foundation

The Recreation for Life Foundation is a provincial charitable organization whose primary purpose is to administer a variety of financial programs and investments that primarily support the activities of Alberta Recreation and Parks Association. A major portion of these funds will be directed to programs that increase the quality of life of Alberta's children and youth. In the coming year, the foundation commits to support initiatives that focus on Active Communities. Such communities welcome and involve children and youth and promote their well-being and safety by providing recreation services and infrastructure. These communities foster social responsibility and the notion that 'it takes a village to raise a child'. "Our children and youth deserve the very best that recreation services can provide towards creating the vital foundation for lifelong, active and healthy lifestyles," said Barry Mitchelson, Chair.



Resorts of the Canadian Rockies Inc.

Resorts of the Canadian Rockies (RCR) are continually striving to provide exceptional service to their valued guests. The company's world-class resorts are recognized as international destinations and attract thousands of skiers and snowboarders from around the globe each season. The Husky Grade 2 Fun Pass program provides complementary access to Lake Louise, Nakiska, Fernie Alpine Resort and Kimberley Alpine Resort to all of Alberta and British Columbia's seven-year old children. The goal is to give these kids the opportunity to enjoy the health benefits of skiing and snowboarding and to capture the magic of the mountains with family and friends. The program started in



2003 with approximately 6,000 students taking advantage of this opportunity. They were each given a season pass worth \$289 per student for a total gift-in-kind contribution of approximately \$1,734,000. The program is projected to expand 20 per cent each year for the next five years. In 2004 and beyond, the program will be expanded to the Catholic School System and to Aboriginal schools throughout Alberta. In the coming year, the program is projected to attract 8,640 children, resulting in an in-kind contribution of \$2,496,960. "Skiing is Alberta's winter sport of choice for the whole family to enjoy," said Matt Mosteller, Senior Director, Business Development.

A young skier enjoys a lesson at Lake Louise as part of the Snow Stars Grade 2 Fun Pass Program.

Rose Country Advertising & Public Relations Ltd.

Rose Country Advertising and Public Relations is a full service advertising and public relations firm. The 24-year old company serves a wide variety of corporate, association and government clients. Rose Country is the northern Alberta agency-member of the TransCanada Advertising Agency Network. The firm has been involved with several children's charities for over 11 years. Rose Country has volunteered and raised money for Young Life for the past several years and volunteered media advice and free media services to Kids Kottage. For the past three years, Rose Country has also provided these volunteer services to Bell Kids Walk. The firm estimates its volunteer contribution to these three charities to be approximately \$5,000 a year, in-kind contributions another \$5,000, in addition to annual financial contributions of \$1,000, Rose Country also supports Juvenile Diabetes through donations and communications advice, and company members volunteer for Junior Achievement to teach business principles to students from grade 7 to 12. "I know of no greater gift than the smile I receive from a child. It makes me thankful that I have been able to make a difference," said Brian Stecyk, President.



Rotary Club of Edmonton - Mayfield

The mission of the Edmonton Mayfield Rotary Club is to strengthen the local and international community with a focus on youth development. The club's service activities include support for Winifred Stewart Association, Camp He Ho Ha, and hosting a Christmas lunch at Brightview Elementary School. The Edmonton Mayfield Rotary Club also partners with Edmonton Public Schools, Boys and Girls Club, Youth Emergency Shelter and West Edmonton Mall Security to provide operational and capital support for the Bruce Campbell Youth Centre. The club supports a number of programs that provide enrichment in leadership, citizenship, technology and other vocations for high school students. In the coming year, the club intends to add funding for one additional student in these programs. "The Christmas lunch at Brightview Elementary School is the one event every year that we as Rotarians feel proud of our contribution to the lives of these less fortunate children. You can see the excitement on their faces when they load up their plates with turkey and all the trimmings, and then take a grab bag of treats and school supplies home. They even make their own thank-you cards for us," said Jim Galpin, President.



Rotary Club of Fort Saskatchewan

Fort Saskatchewan Rotary Club is a part of Rotary International that has clubs in just about every country in the world. Each club is autonomous within the system and works for the betterment of their respective community. clubs also collaborate with each other on international projects. These projects are always handled with a Rotary Club at each end to ensure proper and full use of funds. As part of its commitment to children and youth, the Fort Saskatchewan Club is providing two students with RYLA Leadership Training, two students with RYPEN Leadership Training, one scholarship to university/college, one scholarship to a technical school, and one Yellowknife Northern Experience. The club raises funds for Rotary's Polio Plus – the eradication of polio from the world by 2005. They are 96 per cent of the way to achieving that goal. Each child receives the vaccine. The club has sponsored student exchanges with Brazil, Germany and Sweden so far. "Our club cares greatly about our youth and Rotary provides many opportunities designed to help young people grow and develop into fine caring people ready to give back to their community," said Don Morgan, President.



Rotary Club of Red Deer

The Rotary Club of Red Deer was chartered in 1923 and is a member of Rotary International. The community-based service club consists of men and women, who, as leaders in their respective vocations, are committed to supporting youth, seniors, the disadvantaged and community wide causes. In 2004, the Rotary Club of Red Deer donated \$75,000 to fund the construction of a new playground in Rotary Park. In the coming year, the club has committed to donating \$50,000 to the Crisis Centre in Red Deer, \$25,000 to the Children's Services Centre, \$50,000 to the Red Deer Library's new Teen Area, and \$27,500 to the Red Deer Royals Marching Band for new uniforms. "The Rotary Club of Red Deer is proud to contribute to worthy causes in our community that support youth activities. We strongly believe that our youth need guidance and training to allow them every opportunity to develop into the leaders of tomorrow," said Merv Thurmeier, President.



Rotary Club of Slave Lake

The Rotary Club of Slave Lake has been involved in the community of Slave Lake for almost seven years. During that time it has taken a leadership role in both large and small projects primarily designed to facilitate the well-being of its community members. The club is comprised of a committed body of people who are excited about making a difference in their neighbourhood. The club focuses not only on children but families as well. Projects in 2004 included three raffles throughout the year, one baseball tournament, Quad Rally, a children's Christmas party for approximately 700 kids, and funding towards the construction of a new \$80,000 free public outdoor rink. "We shape tomorrow's leaders by inspiring them today," said Tyler Warman, President.



Rotary Club luncheon



Rotary Club of Swan City

Members of Swan City Rotary are comprised of businesses and professional leaders from the community. Aside from the benefits of networking, the club is involved in numerous programs and projects both locally and worldwide. For example, locally, the club raises significant money to support many worthwhile projects and programs. Internationally, Swan City Rotary is involved in stamping out polio, building schools and providing a variety of supports for needy communities. Swan City Rotary is also heavily involved in international student exchange programs and international scholarship programs. "The Swan City Rotary Club is proud to be a partner of Alberta's Promise. Our commitment to supporting programs and projects for children and youth has been a focus of our club for many years. We are planning to continue this type of support, both locally and internationally, for many years to come," said Bob Normandeum, President.



Rotarians volunteering

Royal Canadian Legion Branch #35

The Legion is the largest community-based service organization in Canada. The Legion Branch #35 donates to youth and also provides meeting space to Big Brothers Big Sisters and other groups in Red Deer. The Legion coordinates with schools for Remembrance Day activities such as posters, poems and essays. Their building is used as a meeting place by various charitable groups. The branch also supports the Salvation Army Kettle Drive, Search and Rescue, BMX, and soccer. In the coming year, Branch #35 will try to coordinate Remembrance Day activities for two to three additional area schools. This well received program offers room for expansion. The Legion also commits to spending 30-35 more volunteer hours with the three Cadet groups in their fundraising activities. “As a charitable organization, we are committed to helping ex-servicemen, seniors and youth of today – who will become our future leaders,” said Wendall Brown, President, Branch #35.

Royal Canadian Legion – Strathcona Branch 150

The Strathcona Branch of the Royal Canadian Legion fully subscribes to Legion National objectives. For instance, the Royal Canadian Legion is committed to the development of Canada’s youth so that they may take on the challenges they will face as adults. The Legion’s Track and Field Program is an integral part of the Canadian sports scene and with Athletics Canada has helped in the development of Olympic and world-class athletes for 27 years. The Track and Field Program is an annual commitment of approximately \$500,000 from Legion members across the country. The Strathcona Branch currently supports five cadet Corps (over 200 youth ages 12 to 19). The Legion also supports a youth Pipe Band and subsidizes youth athletes (ages 15 to 17) who participate in National Track and Field competitions. In 2005, the Strathcona Branch is the host Legion for organizing the Legion National Track and Field Competition to be held in Edmonton August 5 to 12, 2005. Over 350 youth from across Canada will compete in this event. The Legion has relocated to new premises, and along with the move it intends to focus on youth and develop a sponsorship plan that will increase its financial support by at least five per cent. “The Strathcona Branch has a proud history of sponsoring and supporting the development of youth into good Canadian citizens. We see Alberta’s Promise as a continuation and growth of our support for youth development,” said Ted Gaxley, President.



Shaw Communications Inc.

Shaw Communications Inc. was incorporated in 1966 under the name Capital Cable Television Co. Ltd. It subsequently changed its name to Shaw Cablesystems Ltd. in 1983, and then to Shaw Communications Inc. in 1993. Over the years, Shaw has greatly expanded its network and its leading edge product and service offerings and is now the leading residential broadband service provider in Western Canada. Shaw services approximately 2.1 million cable television customers and over 1 million Internet customers. What's more, Shaw supports Alberta's children and youth through a variety of initiatives, including the Shaw Rocket Fund,

Shaw Quarterly Grants, Shaw Bears, Shaw TV, TV&ME, Media Awareness Network, Robert Bateman National Wildlife Week Writing and Art Contest, and 'Get to Know Your Wild Neighbors'. "We believe that connecting to the community is important on a multitude of levels. Through charitable and community activities, sponsorships and the support of a myriad of educational projects, Shaw continues to support initiatives for family and youth," said Alex Park, Vice-President Programming and Educational Services.



The launch of the Shaw Rocket Fund and Shaw Rocket Prize with Chairperson Annabel Slaight, October 28, 2004.



Stantec

Stantec provides knowledge-based solutions to infrastructure and facilities projects through value-added professional services and technologies in planning, engineering, architecture, interior design, landscape architecture, surveying and geomatics, and project economics. Stantec is a caring company and is committed to supporting growth through the enhancement of knowledge, prosperity, health and quality of life in the community. Stantec's support of youth and education focuses on scholarships and educational programs. Stantec is interested in supporting school/business partnerships and programs that help achieve objectives such as encouraging elementary or secondary students to pursue higher education or training with an emphasis on design disciplines. As part of its ongoing commitment, Stantec donates one per cent of its annual pre-tax profit to charitable agencies. The company is also devoting one quarter of the one per cent pre-tax profit to youth educational scholarships. "We are committed to helping improve the quality of life of children and their families in communities where we live and work throughout Alberta." said Tony Franceschini, President and CEO.



Sun FM Radio (Kev's Kids Foundation)

SUN FM radio station, located in Grande Prairie, created Kev's Kids to help needy children in the Peace Country of northern Alberta and B.C. In May of 2002, Kev's Kids was created when SUN FM general manager Tom Bedore discussed the idea of a charity for children with Kevin Scott, host of the SUN FM Morning Show. The idea

was that, Kevin, with the help of his listeners, would raise money for Kev's Kids. The charity was born with one goal in mind: Kev's Kids would try to help all children who live in the Peace Country who are in need and have no one else to turn to. Since establishing Kev's Kids in 2002, the people who live in the Grande Prairie area have given in excess of \$200,000 to various Kev's Kids projects.



Radio DJ Kevin Scott (left of the little red wagon) and Station Manager Tom Bedore (far right), along with SUN FM staff receive the little red wagon.



Taco Time Canada Inc.

Taco Time Canada is the franchiser of Taco Time restaurants in Canada and has been serving great Mexican food to Canadians for 25 years. There are currently 115 Taco Time stores throughout Western Canada. Taco Time Canada has supported Calgary Children's Cottage Society since 1998, and the company's sole shareholders, Ken and Aarol Pattenden, have provided financial support to the Cottage, encouraged personnel to volunteer at the Cottage and coordinated their franchisees in the Calgary market to raise awareness and funds for the Cottage through the annual radiothon. Ken Pattenden has sat on the board of the Children's Cottage Society and is currently its President. In the coming year, Taco Time Canada and its franchisees commit to continue supporting the Calgary Children's Cottage and children's charities throughout Western Canada through the Taco Time Canada Children's Foundation. "The care and support of our community's children is the hallmark of a business organization's commitment to society," said Ken Pattenden, President.



TELUS

TELUS, a national telecommunications company, has a vision of becoming Canada's premier corporate citizen. Offering effective programs like the TELUS Learning Connection may help them achieve their vision. The TELUS Learning Connection is an internationally acclaimed educational program geared towards students, working in partnership with teachers to help them integrate technology into their teaching and thus into the minds of their students. In 2004, the TELUS Learning Connection helped over 250 teachers who cascaded the learnings to more than 30,000 of their colleagues. This information was then passed on to over 750,000 students across the province. As its commitment to Alberta's Promise, TELUS strives to increase technology skills and the ability to collaborate on projects for in Alberta youth by five per cent a year. "Through our financial contributions and the tremendous volunteer efforts of our team members, TELUS is proud to have a positive impact in the communities where we live and work," said Darren Entwistle, President and CEO.



Students across Alberta are involved with the TELUS Learning Connection program.



Students are busy hauling plant material to the compost heap as part of the TransAlta's G.R.O.W. program.



TransAlta

TransAlta is a power generation and wholesale marketing company focused on creating long-term shareholder value. For more than 90 years, TransAlta has been a responsible operator and proud contributor to the communities where their employees work and live. One flagship initiative focusing on children and youth which engages employees and retirees in a meaningful way is a multi-year partnership with Hull Child and Family Services of Calgary. TransAlta's commitment of \$800,000 supports a new in-community facility known as Hull•TransAlta Community Connection. In 2004, more than 65 employees and retirees participated in assembling and building computer workstations, painting and helping with other projects contributing more than 500 volunteer hours. Other examples of youth-focused organizations that TransAlta partners with include: Fringe Theatre for Young People, Bent Arrow Traditional Healing Society, interPLAY and Keephills School, supporting the G.R.O.W. program. "TransAlta has been involved in the community for many, many years. We have a history of adopting those opportunities that allow us – the company, our employees and retirees – to be involved in a deep and meaningful way," said Steve Snyder, President and CEO.



TransCanada Corporation

TransCanada Corporation is a leading North American energy company focused on natural gas transmission and power services. The company is committed to being a good neighbour and since 2003 has increased their financial investment in children and youth in Alberta by approximately eight per cent. In addition to financial support, TransCanada Corporation provides gifts-in-kind and encourages employee volunteerism including participation on charitable boards and committees. Some of the partnerships that TransCanada forged in 2004 include the Alberta Mentorship Foundation for Youth, Hull Child and Family Services, Impact Society, Great Kids Awards and Junior Achievement of Alberta. TransCanada is especially proud of the relationship it has with the Boys and Girls Club of Calgary, a true community partnership.



The financial support they provide supports a pre-school programming bus that serves high-needs communities. In addition to a recent in-kind donation of 50 workstations, 40 TransCanada employees banded together to spruce up the program rooms at the Beltline Youth Initiative in a “Trading Spaces” volunteer day. This youth initiative at the Beltline Boys & Girls Club provides a safe, supportive youth-centered environment for over 200 inner-city youth ages 12 to 24. Through direct and varied social, recreational and educational opportunities, these youth work with staff and mentors to foster self-esteem and life skills that empower youth to function with confidence in all aspects of their lives. “A good neighbour gives you a hand without being asked. At TransCanada, we try hard to be that kind of neighbour,” said Hal Kvisle, President and CEO.



Trigon Real Estate

Trigon Real Estate is one of Canada’s most innovative real estate companies. It offers clients top-notch professional service, and the company’s agents are trained to negotiate for the best return on the customer’s investment. Trigon Real Estate resolves to do its part to improve living conditions for children and youth in the community and to provide opportunities where none exist. This will be achieved through continued financial contribution, as well as giving of time and energies. In the coming year, Trigon commits to support those living in communities who do not have access to the necessary support programs. “Our success is not measured by our achievements, but by the way that we treat others. To give of one’s time and financial resources is a noble and selfless example to which we should all aspire,” said Mike Leibel, President.

TransCanada Corporation volunteers spruce-up program rooms at the Beltline Youth Initiative.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



Bringing Alberta's Promise Home

Jerry Hanna of Heritage Enterprises Ltd. is dedicated to encouraging students to dream big. He suggests students plan realistically for their immediate and long-term futures, and develop success oriented skills that will enable them to become responsible young adults – Alberta's future.



“Money isn’t all that the rich have more of. They also have responsibilities.”

Jerry Hanna
HERITAGE ENTERPRISES LTD.

It was Scott Fitzgerald who observed, “The rich are different from us.” It was Ernest Hemingway who then shot back, “Yes. They have more money.” But money isn’t all that the rich have more of. They also have responsibilities. “And that’s a good thing,” said Jerry Hanna, General Manager and Partner of Heritage Enterprises Ltd. Hanna devotes a portion of his volunteer time ensuring Alberta’s youth get to experience those types of responsibilities for themselves.

Jerry Hanna and Heritage Enterprises Ltd. are dedicated to encouraging students to dream big. He suggests students plan realistically for their immediate and long-term futures, and develop success-oriented skills that will enable them to become responsible young adults – Alberta’s future. Heritage Enterprises Ltd. provides vending services in sports, recreation and school facilities throughout Alberta. As a successful business, the company believes today’s youth will be the leaders of tomorrow. To that end, Heritage has supported an innovative school program for the past nine years.

Heritage’s program, “Career Steps” gives teenagers the tools necessary to market themselves for part-time and summer employment and also encourages students to think about their career goals. The program also shows students how to write an effective resume and cover letter as well as map out what kind of training they need to become, for example; a doctor, personal trainer, or rock star (the three most popular choices in a CALM 20 seminar at Ross Sheppard High).

Willing to share details of this own career, Hanna explains to students how he moved from loading bottles onto a Pepsi truck to owning and managing multiple businesses in the Capital region. He notes that becoming successful gives him the opportunity to help others.

Hanna volunteers over 100 hours a year giving his “Career Steps” workshops to students in grades 8 to 12. Heritage Enterprises Ltd. has been a Promise Builder since early 2004 and in addition to “Career Steps,” the company also supports sporting groups, school lunch programs and provides over \$25,000 in scholarships to Alberta students.

What’s more, Heritage Enterprises’ focus over the past four years has been to develop nutritional options within their vending services. Recently Heritage Enterprises Ltd. was awarded the distribution rights to the Dairyland milk-vending program for North Central Alberta region.

Heritage intends to continue its strong commitment to Alberta’s youth and children. “If we don’t support the young people of today we are destroying our own future!” said Hanna.



Jerry Hanna of Heritage Enterprises Ltd. presents his “Career Steps” program to a group of CALM 20 students at Ross Sheppard Composite High School.



United Cycle

United Cycle is a fourth generation sporting goods store, proudly serving Edmonton for more than 75 years. United Cycle knows that healthy, active children are the keys to the future, and is committed to the community. The company actively supports safety through many initiatives, such as donations of bike helmets and equipment fitting clinics for teams and community groups. It supports hundreds of teams and organizations each year through corporate donations and sponsorships, and donates items to various charitable organizations for fundraising purposes. United Cycle firmly believes that sports and active living opportunities should be available to everyone.



Jackson Smith tests out a new tricycle with Bill Matthews of United Cycle.



Upside Software Inc.

Edmonton's Upside Software is ranked in the top three worldwide in Enterprise Contract Management Software and was named Alberta's Fastest Growing Company in 2004. Upside believes in the betterment of youth and investing in preventative programs as well as revitalization and education for youth. The company dedicates over \$50,000 a year to charities focused on serving the needs of children locally, nationally and internationally. In the coming year, Upside Software plans to increase its commitment to Alberta's children and youth by 10 per cent. "It is a great pleasure to be an active participant in Alberta's Promise and have a role to play in helping our youth build on a solid foundation, which will lead to their significant contribution to not only Alberta, but to the global economy. I encourage all companies to be a part of this – do it for the children!" said Ashif Mawji, President and CEO.



Venger Group

The Venger Group is Western Canada's largest onsite electrostatic painting company. With offices in Leduc and Calgary, the Venger Group Ltd. provides onsite electrostatic painting services, manufacturing of replacement panels for supermarket refrigeration fixtures and sanitation services for refrigeration fixtures. Through the Venger Foundation's Endowment Fund, the company is committed to a program for two Leduc schools (elementary and junior high) that will assist children whose families are unable to provide the resources to help them reach their academic potential. In the coming year, the Venger Group has committed to increasing its volunteer activities and all contributions to children's programs. "The business climate we enjoy in Alberta today did not happen by accident. It is important that we educate and give back to our youth to ensure that they preserve this climate for growth and prosperity in the next generation," said Brian Smith, President.



Vitreous Capital Inc. and CAN-AM Kitchens Ltd.

Vitreous Capital Inc. operates a waste glass recycling plant at Airdrie, where it processes over 70,000 tons of waste glass from Alberta, B.C., Saskatchewan, and Washington State into raw material for the fiberglass insulation industry. CAN-AM Kitchens Limited is a manufacturer and installer of approximately 2,000 kitchen cabinets per year, serving the building industry in the Calgary region. Vitreous Capital sponsors several scholarships in three high schools in Airdrie, various programs for Airdrie Family Services, Food Bank, Bike Safety, prizes for school competitions, a major sponsor for Youth Employment Service, entrepreneurship camps, and portions of the new Airdrie Recreation complex. CAN-AM Kitchens provides kitchen cabinetry free of charge or below cost to Habitat for Humanity housing families, the Bob Ward Home for housing the disabled, and other charitable groups requiring its products. Both companies intend to increase their commitment to these and similar agencies by 20 per cent in the coming year and by at least five per cent in the following two years. "Vitreous and CAN-AM believe that it is a corporate responsibility, and a very enjoyable privilege, to support programs for children and youth, as they represent the future of our communities," said J. Patrick Cashion, CA, President.



Wallace & Carey Inc.

Wallace & Carey is an independent Canadian distributor serving the retailer, convenience store and theatre/entertainment industries. From humble beginnings in a basement of the Colonial Hotel in Calgary in 1921 to the present day with distribution centres across Canada, Wallace & Carey has always stayed focused on our greatest resource – the over 500 staff who work with us every day. Wallace & Carey has been involved with Kids Help Phone for over 13 years and has raised over \$1 million to date. In 2004, the company contributed \$105,000 to Kids Help Phone. In addition, Wallace & Carey contribute approximately \$5,000 annually in gifts-in-kind to Kids Help Phone events. "We are committed to raising funds in support of Kids Help Phone. Taking care of our future means taking care of our children and ensuring that our communities are better places to live," said Frank Carey, President.



Weber Motors Ltd.

Weber Motors is an Edmonton and area franchised automobile dealership for Mercedes Benz and Mazda products. Weber Motors and its owners have provided financial support in the range of \$5,000 per year to numerous children's related charities including the Boys and Girls Club, Stollery Children's Hospital and Grant MacEwan College. The company has committed to increasing its financial support by a minimum of 10 per cent to 2008. "We believe our collective future is based on the level of health and education of our youth. We are committed to providing continued support to strengthen these efforts," said Gerry Yuen, President.

West Edmonton Chiropractic Centre

West Edmonton Chiropractic Centre is a family wellness practice providing chiropractic to newborns, young adults, adults and seniors. They also provide massage therapy, lead running classes and deliver seminars on ways to help people be healthy. They provide chiropractic care and massage therapy to families and children to assist them in leading healthier lives. Chiropractic helps the body be in balance and fight disease. Children are the ones they assist the most through positively affecting their health at a young age. They help children and families through volunteering with exercise programs such as: running and triathlon.

West Edmonton Chiropractic Centre is a supporter of the Children's Wish Foundation and Stollery Children's Hospital. Dr. Coburn also volunteers hours to the children of Edmonton. The centre's goal this year is to increase volunteer hours by 10 per cent and cash donations by 15 per cent. "Our mission is to give back to the community to enable youth to discover their dreams and fulfill their purpose. We want to give opportunities to the youth of Edmonton for a brighter tomorrow, not only for themselves, but also their families," said Dr. Wendy Coburn, President, West Edmonton Chiropractic Centre.



Wendy Coburn of West Edmonton Chiropractic Centre receives a little red wagon from Hon. Heather Forsyth (left), Premier Ralph Klein and Mrs. Collen Klein (right).

West Edmonton Mall

West Edmonton Mall is the world's largest entertainment and shopping centre and Alberta's number one tourist attraction. It features over 800 stores and services, over 110 eating establishments, plus eight world-class attractions. West Edmonton Mall is a strong supporter of numerous children's and youth initiatives. The mall provides space to charitable, educational and sports organizations to enable them to distribute information, fundraise or hold onsite charity events. Each year, thousands of attractions passes, coupon books and West Edmonton Mall merchandise are provided to these organizations. Some of the organizations that benefit from the mall's generosity include the Stollery Children's Hospital, the Bruce Campbell Youth Centre, Alberta Great Kids and the Rainbow Society of Alberta, to name a few. "West Edmonton Mall and our staff are committed to providing support that will enhance and improve the lives of 'our extended families,'" said Gary Hanson, General Manager and Chief Operating Officer.

Western Moving & Storage

Western Moving is a mid-sized moving and storage firm that has made a large commitment to children and youth in Alberta. Currently, the company has a van and two staff members scheduled to move toys during the Christmas season on behalf of the Salvation Army. Western Moving was also instrumental in the Edmonton Food Bank's 'Tackle Hunger Campaign' in conjunction with the Edmonton Eskimo Football Club. In the coming year, the company intends to continue building upon its relationship with the Edmonton Food Bank and the Salvation Army. "With the decrease in government funding, it is imperative that businesses take the time to ensure children are properly looked after," said Ted LeLacheur, President and CEO.



Ted LeLacheur, President and CEO, Western Moving and Storage, receives the little red wagon from Premier Ralph Klein and Minister Iris Evans.

Young Parkyn McNab LLP Chartered Accountants

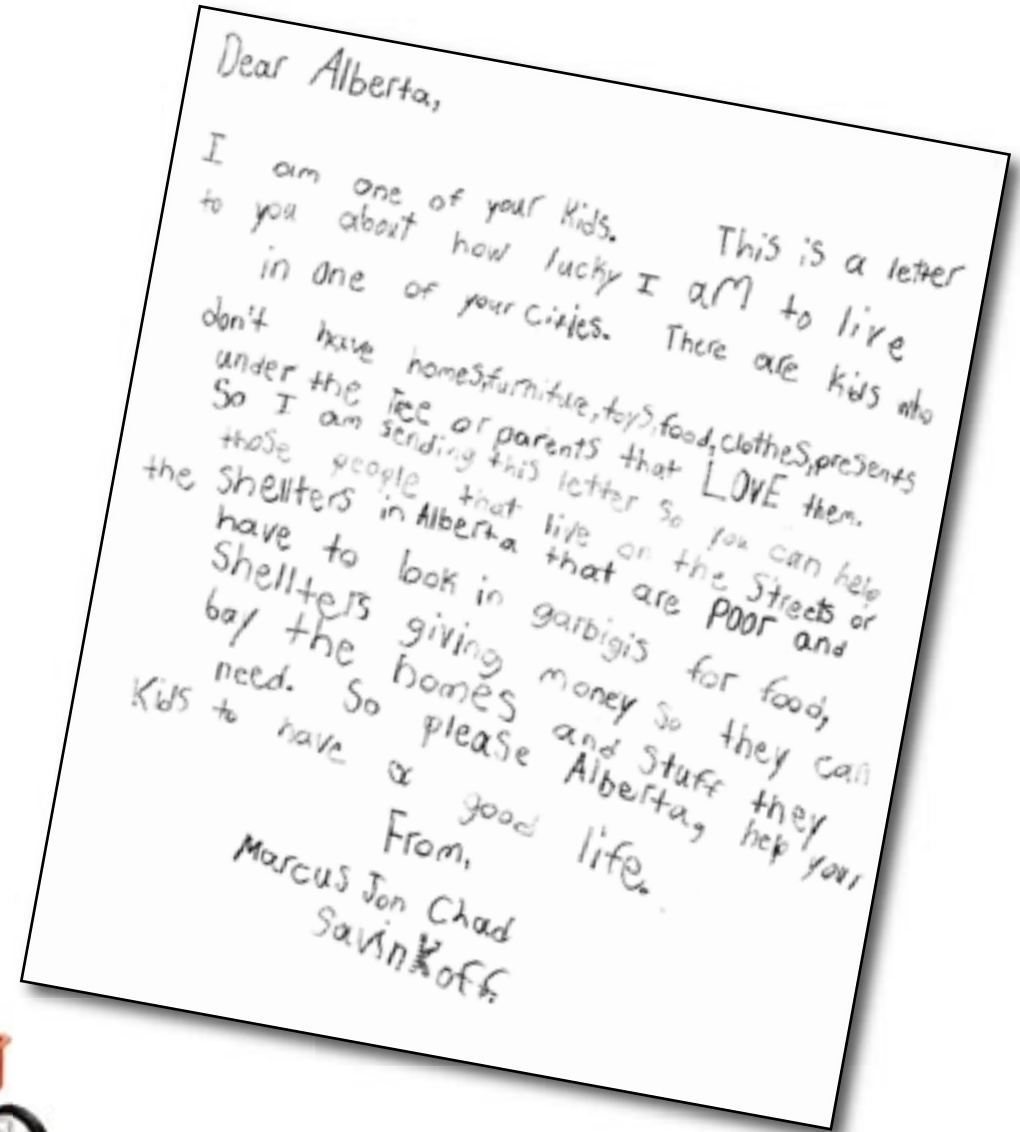
Founded in 1933 in Lethbridge, Young Parkyn McNab LLP Chartered Accountants is solidly grounded in Southern Alberta. With a team of over 75 people, the firm offers the depth of service and specialties of a national company. Young Parkyn McNab's attitude is always about working together. Whatever service it offers, the team provides objective and compassionate evaluation and tailors each recommendation to each individual client. As part of its commitment to Alberta's children and youth, the firm funds scholarships at Lethbridge Community College, University of Lethbridge and Winston Churchill High School. Young Parkyn McNab supports local food banks, volunteers days for Habitat for Humanity, and volunteers for and supports Big Brothers Big Sisters. They sponsor junior curling and soccer and support Rehoboth and the Apex Youth Awards, along with many other community commitments. "We are committed to doing what we can to ensure that the youth of Alberta have opportunities to develop their talents and move towards their own future," said George Virtue, CA, Managing Partner.

Promise Communities



Alberta Capital Region Alliance

Alberta Capital Region (ACRA) is a voluntary association of participating municipalities in the geographical area known as the Capital Region. ACRA was formed as a result of a number of municipalities who came together with common concerns and an interest to cooperate on regional issues. The members of the Alliance encourage communities to adopt the Five Promises and form partnerships that further the well-being of children in all communities. "The Alberta Capital Region Alliance, a community of communities, believes that it takes an entire community to raise a child. Many of our citizens have said that the Capital Region is a great place to raise children. We agree, but there is more to be done. Working together, we can make this the best place in the world to raise our children," said Phyllis Kobasiuk, Chair.



A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises

Strathcona
County

Youth Helping Youth.

“Our community members are equally dedicated and through Alberta’s Promise we will have the opportunity to celebrate with our community well into the future,” said Strathcona County Mayor, Cathy Oleson.



“Strathcona County is committed to the well-being of our children and families within our community.”

Cathy Oleson
MAYOR, STRATHCONA COUNTY

Ever feel like you want to be more involved, make a difference, have a voice in your community. Not sure what impact you have?

It doesn't matter what age you are, it's natural to feel uncomfortable. The truth is, for Alberta's youth, everyday life holds its share of issues, complications and discomforts. That's why in Strathcona County, the youth of the community are taking a new approach to dealing with situations that arise.

Instead of looking to adults for solutions to youth problems, they've formed a unique and effective youth council. Supported by Strathcona County Family Services, the Strathcona County Youth Council is made up of 20 to 25 volunteer teen members representing the junior and senior high schools in Strathcona County. The objectives of the group are very clear. They are assembled to promote and stimulate public awareness of their needs, concerns and strengths.

The group meets every second Monday night during the school year and is committed to making sure everyone understands just what a

positive role they can play in their community.

But it's more than just talk. Once the council has completed discussion on an issue they develop an action plan. It may mean making recommendations to community agencies, community at large or County Council. They'll even go so far as to plan and implement events, programs and projects that will make life better for youth in the future.

Some members of the council noticed that youth issues in the community needed a unique, inclusive youth approach. The group developed a special program that they took to the schools in the district and performed to illustrate their point. Some such programs have included: "Youth Teaching Youth," a seminar called "OPTIONS" dealing with choices and decision-making, and "Stand Up, or Stand By," dealing with confrontation and how to deal with bullying behaviours.

But the council is about more than youth helping youth, it also supports community and social needs in the community such as the Christmas

Bureau and Safe Place Fun Run. Youth Council members join to be involved with their community, develop leadership skills, help other youth and make friends and have fun – while making a difference.

"While the youth council has been in operation for 15 years, what Alberta's Promise has done is help raise awareness within the community about the council and youth issues. Now organizations in the community, when they're faced with youth issues, contact the Strathcona County Youth Council directly for advice and help. Whenever the council delivers a program to a junior high or high school audience, they're delivering information to their peers, their friends – so naturally, they're well received," said Corey Stevenson, Development Assets/Prevention Initiatives Worker.

"Strathcona County is committed to the well-being of our children and families within our community. Our community members are equally dedicated and through Alberta's Promise we will have the opportunity to celebrate with our community well into the future," said Strathcona County Mayor, Cathy Oleson.

Buffalo Lake Metis Settlement

Buffalo Lake Metis Settlement's vision is to build a healthy, happy, viable community that preserves this Alberta community's Metis culture and way of life. Some of their child and youth-centred programs include: Early Intervention Department-Aboriginal Headstart program, Early Childhood Development Program, Family Literacy Program and Buffalo Lake Community Settlement Recreation Department. The community is currently working on opening a new ParentLink Centre in the Family Centre, which will be an essential one-stop-shop for all family and child-centred services. In the coming year, the Settlement is committed to renovating its Recreation Centre to add a drop-in centre, and is adding new sports equipment and a fitness centre to promote healthy living. "Buffalo Lake Metis Settlement's mission is to have an effective and accountable government that responds to existing and emerging issues. We know that children are our future so we invest in their health and education," said Mayor Glen Auger.



Jerry LaRose of Buffalo Lake Metis Settlement receives a little red wagon thank you from Hon. Heather Forsyth (left), Premier Ralph Klein and Mrs. Colleen Klein (right).

City of Edmonton

The City of Edmonton, building upon City Council's Vision for Social Well-Being and Quality of Life, became a Promise Community in 2004. As such, it is Edmonton's goal to create a community that will advocate on behalf of Edmonton's children to ensure they have the necessary tools and resources to become the community leaders of tomorrow. Almost everything the City does has an impact on the daily lives of more than 160,000 children who call Edmonton home. This was recognized recently when City Council directed the Administration to develop a Children's Services Strategy that will integrate services for children across all agencies and City departments. This strategy, while still in the formative stages, will provide an exciting opportunity for staff from across the corporation to work together to create a child-friendly Edmonton. The City continues to provide administrative and financial support to their many external partners and to work collaboratively with groups such as: Success by 6[®], the Edmonton Federation of Community Leagues, the Edmonton Sports Council and Edmonton Arts Council. Families First, a major initiative undertaken by the City of Edmonton, the Government of Alberta, Capital Health, and the Community University Partnership, among others, will improve services for children in low-income families. Internally, a strategy to increase access to recreation and related services is being developed and will result in more children participating in healthy activities. As

the city begins its second century, the commitment has been made to Edmonton's children to continue to build on a social foundation of services and programs that are already in place. "By working together we can make our city a better place for children to live, learn and grow. The City of Edmonton will continue to work with our community partners to ensure our children are given every opportunity to succeed in life. By creating a positive, lasting influence, we can help our kids to become productive and caring citizens. They are, after all, our future leaders. It is essential that they have the tools and resources they need today so that Edmonton will remain a strong, competitive and vibrant city in the future," said Mayor Stephen Mandel.



Klondike Days in Edmonton



City of Fort Saskatchewan

Fort Saskatchewan is committed to ensure the safety and well-being of its residents. 2001 census figures indicated that 30 per cent of the population is 19 and under. As a result, the city offers a wide range of programs and services for children up to the age of 18. Fort Saskatchewan's nearly 50 community groups and organizations work together to deliver a wide range of programs and services for children and youth. In the coming year, the City is seeking potential sponsors to donate signage promoting the City of Fort Saskatchewan as an Alberta's Promise Community. "We are extremely proud of the fact that the City of Fort Saskatchewan has been recognized as an "Alberta's Promise" community. We will endeavor to do our best to live up to that commitment while, at the same time, encouraging local service groups and businesses to also assume a leadership role in this important initiative," said Mayor Jim Sheasgreen.



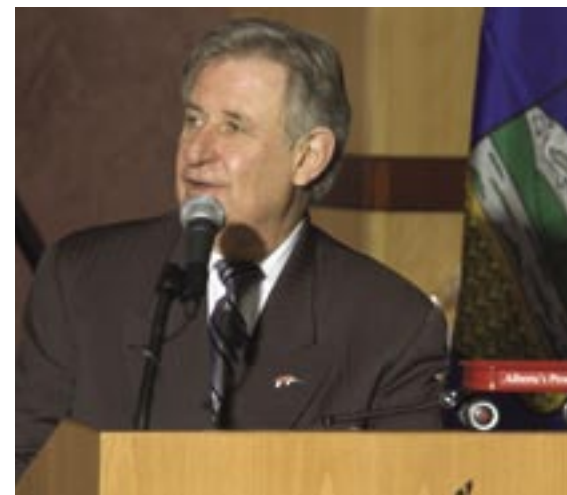
City of Grande Prairie

The City of Grande Prairie is committed to providing and supporting recreation, cultural, play and social programs for children and youth. The City is committed to being a safe, caring and active community where children can grow, learn and prosper. Grande Prairie will continue to partner with local sport, recreation and social programs to support the mission and outcomes of Alberta's Promise. It will work collaboratively with all of its community partners, supporting and encouraging them to become Promise Agencies. Current youth-oriented programs include day camps for children during school breaks, Nature Tots (2-3 year olds), Sports Nuts (8-12 year olds), Kidz Kamp and Playzone playground programs, family swims for parents and pre-schoolers, public skating at indoor arenas and Kids Place Play School (3-5 year olds). "The City of Grande Prairie promises that our city will provide a safe, nurturing environment for our children and youth to live, learn and grow. We will continue our long-standing commitment to fostering the success of our next generation," said Mayor Wayne Ayling.



City of St. Albert

The City of St. Albert funds the Family and Community Support Services Program, which provides services to children, youth and families in our community. The City also provides recreation and cultural programs for children and youth including: a Children's Centre, youth development and leadership programs, mentoring programs, teen volunteer programs, suicide prevention and awareness programs, career counselling, and DARE and PARTY programs. Head Start Home Visitation and subsidized out-of school care programs also provide support for children and their families. St. Albert has a history of providing services for children and youth and will continue to support this tradition.



Premier Ralph Klein speaking at the Red Wagon Presentation, Edmonton.

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



A Community Of Promise.

"We actively sought out groups that would help us support this program – it really wasn't a hard sell. Once we met with organizations, we found that Alberta's Promise fit right into what they are all about," said John deBruijn, Director of Community Services, City of Fort Saskatchewan.



"We all help to make Alberta a better place for children to live, learn and grow."

Jim Sheasgreen
CITY OF FORT SASKATCHEWAN MAYOR

If ever a community demonstrated care and devotion to its citizens, the City of Fort Saskatchewan undoubtedly shines. In 2004, the City of Fort Saskatchewan was designated as a Promise Community with the goal to encourage 15 local groups and organizations to become Promise Builders within the next year. They've fulfilled this target and more.

Since that time, the City has had a number of successes in the area of "partnership with children and youth." The fact is, a number of Alberta's Promise Agencies and Promise Builders have been present and active in the community – from youth-focused programs that deal with drugs and alcohol, to family focused programs such as those presented by the Fort Saskatchewan Families First Society and Fort Saskatchewan Rhymes and Storytimes.

The City's commitment to youth makes it easy and appealing for numerous small charitable organizations to work with them. Families First is one such organization satisfying certain community needs by offering services to parents

of young families the opportunity to improve parenting skills and build their confidence. A volunteer board of dedicated parents who believe that children deserve a healthy start in a safe, strong community leads the organization. Families First even goes so far as to provide quality childcare to parents and caregivers who attend programs at no charge and free transportation for those without vehicles.

Then there's the registered Parent-Child Mother Goose Program. Its contributions are valued and necessary in the City. Rhymes and Storytimes is also a free-of-charge, group experience for parents, caregivers and their babies and young children, focusing on the pleasure and power of using oral rhymes, songs and stories together. Through the program the parent-child bond is strengthened along with family literacy. Parents are also given the opportunity to link with other resources in the community and build a support group where they can feel comfortable.

"We actively sought out groups that would help us support this program – it really wasn't

a hard sell. Once we met with organizations, we found that Alberta's Promise fit right into what they are all about," said John deBruijn, Director of Community Services, City of Fort Saskatchewan.

"On the day we received our wagon from Alberta's Promise – both Family First and Rhymes and Storytimes were thrilled to be included. It was apparent at that point in time just how Alberta's Promise, as a program, can bring us all together with one singular focus – the children and youth of our community."

"By working with other committed Promise Agencies and Promise Communities, and by building on the wonderful work already taking place across the province to ensure the healthy development of children and families, we all help to make Alberta a better place for children to live, learn and grow," said City of Fort Saskatchewan Mayor, Jim Sheasgreen.



Elizabeth Metis Settlement

Elizabeth Metis Settlement is a community committed to providing programs and opportunities for their young families, children and youth. The settlement was instrumental in creating the Settlement Nurse Program and hosts annual FSAD workshops. Elizabeth endorses and believes in all five of the Alberta's Promise commitments. In April 2005, the community is opening a new ParentLink Centre, which will organize all of the family-oriented services in one location. It will run a new "Roots of Empathy" program and new post-natal/parenting classes for moms and dads, and hopes to build an enclosed playground at the site. "Our vision is to enable our community members, children and adults to become self-sustaining. We encourage our community to choose a healthy lifestyle believing that our Metis ancestry is abridging cultures," said Archie Collins, Chairperson, and Phyllis Collins, Community Services Director.



Representatives from Region 10 Metis Settlement's Child, Family Services Authority and Elizabeth Metis Settlement



The kids of Jasper enjoy the sunshine.



Municipality of Jasper

The Municipality of Jasper operates and subsidizes the operation of the Jasper Children's Centre (one of only two subsidized daycares in the province), provides free passes to the Jasper Aquatic Centre for all community children to grade six, and provides the infrastructure to operate Community Outreach Services. Community Outreach Services was designed by the Jasper Community Team, an intersectoral and collaborative network of human services providers and community residents. Community Outreach Services, which is sustained by pooling resources, offers an efficient vehicle for agencies and government to implement any social initiatives at a local level. The Jasper Community Team model demonstrates that, by acknowledging the interconnectedness of agency mandates, pooling resources, and truly collaborating to fill gaps in services, a small community like Jasper can have locally designed, accessible and meaningful services for individuals, children and families. "The formal designation of Jasper as a Promise Community has multiple benefits: it recognizes the efforts of the municipality on behalf of children, while at the same time provides additional opportunities to publicly acknowledge and applaud the contribution of those local business Promise Builders which are the foundation of strong and caring communities, and thereby encourages others to step forward," said Richard Ireland, Mayor.



Regional Municipality of Wood Buffalo

Stretching from North Central Alberta out to the borders of Saskatchewan and up to the Northwest Territories, the Regional Municipality of Wood Buffalo ranks, by area, among the largest municipalities in North America. Wood Buffalo is committed to collaborating effectively through partnerships with all its regional members to achieve improved quality of life and promote Alberta's Promise. Programs such as the Hub Family Resources Centre and The Roots of Empathy Program focus on early intervention initiatives and strive to promote a stronger individual, family and community. People are empowered through initiatives modelling a work-life balance supporting families and children. The Mayor's Advisory Council on Youth continues to engage youth to identify their current, new and changing needs throughout the region. "We already have some wonderful programs for children, thanks to partnerships with community organizations. By becoming a Promise Community, we will inspire many more. We are committed to our children, our future and our promise," said Mayor Melissa Blake.



Strathcona County

Strathcona County commits to advance Alberta's Promise with local business and industry partners. The county will encourage agencies and charitable societies that work with children and families to register with Alberta's Promise and incorporate its logo into their promotional material. Strathcona County provides services to children through Recreation, Parks and Culture programs, Family and Community Services programs, Elk Island Public Schools, Elk Island Catholic Schools and a myriad of other valuable groups and associations. A 1997 federal government study determined that Strathcona County volunteers contributed 1.7 million hours of labour to this community annually. There has been a steady increase in volunteer commitment as the population and volunteer needs increase. Considering the enormous hours of volunteer effort that occurs in Strathcona, it would be difficult to calculate the time spent on commitments specific to children and youth. However, it can be assumed that the hours are indeed significant. "Children are life's miracles. The best thing we can do for a child is to provide appropriate resources so they have every opportunity for a positive, healthy life," said Mayor Cathy Olesen.



Town of Barrhead

The Town of Barrhead recently completed a recreation multiplex that provides facilities (swimming pool, climbing wall, running/walking track, ice arenas, ball diamonds, Skateboard Park and children's playtime room) in support of a strong quality of life for the children and the overall community. Great effort was taken to work with community partners to ensure that all children have access to the numerous and varied opportunities and services. Everyone is working as a team to make the Town of Barrhead a wholesome community where all can feel safe, cared for and comfortable. "I am pleased that the Town of Barrhead has chosen to be a partner in Alberta's Promise. We go to great expense and effort to ensure that our children have access to facilities, programs, services, opportunities and the accompanying positive mentors to make certain that they may grow and mature physically, mentally and spiritually and thereby not only make our community a better place, but Alberta as well," said Mayor Brian Schulz.



Town of Beaumont

Beaumont's commitment to support and educate children and youth is unwavering. This is witnessed in a multitude of activities. The Beaumont RCMP along with the town brought the HEROES Program in and more than 1,050 youth participated. The Skate Park will open officially in June. The youth council is very strong and active. In fact, the Community Youth Centre's grand opening was held in September, 2004. A huge focus recently has been on providing education and increasing awareness of drug abuse. A subgroup was formed, Drug Abuse Awareness Network (D.A.W.N.) as the grassroots group to reduce drug abuse concerns. The Town of Beaumont subsidizes the childcare program. They are currently looking for partnerships



Youth band, Town of Beaumont

with provincial and federal levels to ensure families have affordable access to childcare and the children continue to receive quality early childhood education experiences. The town currently has 60 children on a waiting list, indicating the large demand for this type of service. The Town Of Beaumont is determined to do whatever it takes to support the community and provide necessary services for children and youth. Beaumont views Alberta's Promise as an ongoing process. "We are so happy Alberta has made a promise to our children and youth," said Natalie Weller, Staff Liaison for Friends of Childcare.



Town of Canmore

The Town of Canmore is committed to enhancing the quality of life for all its citizens, from its youngest to its oldest and their respective families. Canmore boasts quality leisure-time facilities and services that span the continuum of sport and recreation: an ice arena, pool, gymnastics gym, skateboard park, tennis courts and sports fields. Recreational programs include arts and crafts workshops, day camps, leadership opportunities and cultural programming that includes the Canmore Children's Festival and the Eagle Festival. The Family and Community Supports programs include a Community Resource Centre, a Parenting Centre and playroom, and Youth Programs operated out of the schools. In the coming year, the Town of Canmore will market Alberta's Promise to the Bow Valley Interagency Group, which represents over 55 agencies and service providers, to inform them of the Alberta's Promise vision and encourage their full participation.



Day of Giving, courtesy Hull Child and Family Services



Town of Cochrane

The Town of Cochrane provides a wide range of services for children and youth that address all Five Promises of Alberta's Promise. The Town's partnership with Calgary and area Child and Family Service regions ensures quality support and a Resource Centre for Cochrane. The Town of Cochrane also provides support to other agencies such as the Boys and Girls Club of Cochrane and Area and Alberta Mentorship for Youth. "Our youth are our hope and our future. Their lives, discoveries and dreams will reflect the love, time and commitment we have invested as a community of elders. In Cochrane, we promise to provide our children with a healthy start, to ensure that they are safe, to invest in their growth and development, to provide interaction, mentoring and inspiration, to participate with our youth, to volunteer with and for them, and to lead in innovation and technology that will improve their quality of life," states their Town Council. "We are proud of our heritage, and embrace our future with all the potential and possibilities our youth will provide."



*Cochrane Leaders of Tomorrow Middle/Elementary School nominees
Jessica Tkachuk, Emma Locke & Heather Duerksen (Kim Rowe speaking)*



Town of Drayton Valley

Drayton Valley is a progressive community of about 6,000 people, located 130 km. southwest of Edmonton. The main industries that drive this vibrant community are agriculture, oil and gas and forestry. It is a family-oriented community that proudly supports its children, youth and families in many ways, with numerous recreational and leisure opportunities and services complemented by strong and effective social programs. Some of these opportunities and services include facilities such as the Omniplex, with two full-size ice pads, a curling rink, exercise gym, boxing gym, lounge and meeting rooms. There is also Park Valley Pool, an outside Splash Park, Skateboard Park and other numerous parks and walking trails. The town is currently creating a Social Development Plan to address the social needs that were identified by its own community members. Much of the SDP is focused on children, which strengthens Drayton Valley's commitment to being an Alberta's Promise Community. "Children are not just our future. They are the rock that strengthens us, the lesson that teaches us and the love that motivates us. Our commitment to our children is not just to promote a healthy future, it's about honouring and nurturing the greatest resource that any community has," said Mayor Diana McQueen.



Town of Morinville

Morinville is a vibrant community located just north of St. Albert and Edmonton on Hwy. 2 with all the contemporary conveniences of a much larger town. With a population just over 7,000, the citizens enjoy the ambience of a small town combined with a rich quality of life, supplemented by the big city amenities only minutes away. Residents are seeing a healthy growth in the business community, and a spectrum of residential options. Morinville is the family choice, with close to 75 per cent of the population below age 45. The Town has committed to promote Alberta's Promise within the community and in its interaction with other communities, suppliers and clients. Current Morinville programs and services to children include the RCMP school liaison officer, Victim Services program, COPs (Citizens on Patrol), Lunches for Learning, School Supply Drive, Santa Store and Children's Christmas Party. The Town promotes coat and boot drives, summer nature and reading programs, preschool program support, Tiny Tots and the Teen Centre/Teen Association. Through the Town's partnership with the Regional Business Development Centre, Morinville and Career Employment and Counselling Services, a Youth Connections program is now offered and enhances counselling capability. This programming is actively supported by the community with the volunteer commitment an unprecedented 10,000 hours a year. "The Town of Morinville is a community where there is room for everyone, families and the child within each one of us," said Mayor Lloyd Bertschi.

PROMISE PARTNER **Feature**

A Promise is defined as an assurance that one will do something or that something will happen.

Keeping Promises



A community committed.

“We believe that there is nothing more important than making sure the basic needs of our children and families are met,” said Susan Flowers, Manager of Family and Community Support Services.



“Nothing is more important than making sure the basic needs of our children and families are met.”

Susan Flowers
FAMILY AND COMMUNITY SUPPORT SERVICES
TOWN OF COCHRANE

Meeting the diverse needs of kids can be difficult in a small town. Like most Alberta towns, the Town of Cochrane has a need to make sure its children and youth remain, happy, healthy and ready for the future.

“We’re proud to be a Promise Community,” said Susan Flowers, Manager, Family and Community Support Services. “We’ve always had a strong focus on children and youth, but this new commitment has brought a whole new level of commitment and understanding on a town council level,” she continues.

The Town of Cochrane is committed to Alberta’s Promise, and through a number of initiatives gives its youth opportunities to grow. From the chance to be Mayor for a day, to charitable groups like the Boys and Girls Clubs and the Alberta Mentorship Foundation for Youth that provide valuable mentorship to young people – Cochrane’s commitment to the future is clear.



2005 Leaders of Tomorrow High School Nominee: Roseanne Mailman, Lisa Barnett, Kristy Benz, Brittini Wilson, Alan Mattson, Shane Kubn, Dean Ireton, Ceili McMabon and Jocelyn Babin. Photograph courtesy of the Cochrane Eagle

At the town’s recent Leaders of Tomorrow Awards 10 students from middle and high schools were recognized. “We’re really glad to put the emphasis on the positive things that kids

in our community do,” said Flowers. Discussions continue at town council surrounding the establishment of a charitable Internet Cafe in town that would give kids a safe place to get together in a positive way. An affordable housing initiative still remains a priority for the town.

Cochrane’s commitment to Alberta’s Promise goes well beyond youth. Virtually every department is part of an initiative that fulfills the vision of the promise.

“We believe that there is nothing more important than making sure the basic needs of our children and families are met,” said Flowers, Manager, Family and Community Support Services..

Partners' Index

<i>Partner Name</i>	<i>Page Number</i>				
68th Canadian BP Guild (Windystone)	71	Big Brothers and Big Sisters of Calgary & Area	22	Calgary Educational Partnership Foundation	32
ABC Head Start	19	Big Brothers Big Sisters of Canada	22	Calgary Learning Centre	33
ACCESS The Education Station	71	Big Brothers Big Sisters of Edmonton & Area	23	Calgary Reads (An Early Literacy Initiative) Society	33
Acrodex	71	Big Brothers Big Sisters of Medicine Hat	23	Calgary Stampeder Football Club	80
Action Committee Against Violence	19	Bigstone Ventures Ltd.	78,92	Calgary Sun	81
Agrium	72	Boys and Girls Club of Cochrane & Area	26	Calgary Women's Emergency Shelter	33
Airdrie Boys and Girls Club	19	Boys and Girls Club Community Services	24,26	Cam Clark & Associates Inc.	81
Airdrie Family Services Society	20	Boys and Girls Clubs of Edmonton	26	Camp Carmangay	36
Airdrie Festival of Lights	20	Boys and Girls Club of Fort Saskatchewan	27	Camp Health, Hope and Happiness	36
Alberta Attractions Inc.	72	Boys and Girls Club of Leduc	27	Canada Safeway Limited	54,81
Alberta Ballet	20	Boys and Girls Club of Saddle Lake	28	Canadian Tire Foundation for Families	82
Alberta Capital Region Alliance	131	Boys and Girls Club of Slave Lake	28	Canadian Western Bank	82
Alberta Children's Hospital Foundation	72	Boys and Girls Club of Strathcona County	28	Canmore, Town of	140
Alberta Computer Cable Inc.	73,76	Boys and Girls Clubs of Alberta	29	Capital City Savings and Credit Union Limited	82
Alberta Conflict Transformation Society (ACTS)	21	Breakfast for Learning Alberta	29	Cardel Homes	83
Alberta Council of Women's Shelters	21	Broadport Canada Inc.	79	CAREERS: The Next Generation	34,37
Alberta Mentor Foundation for Youth	21	Brooks Bulletin	79	CASA Foundation	83
Alberta Weekly Newspapers Association	73	Brown Communications Group Inc.	79	Castle Rock Research Corp.	83
All Weather Windows	73	Buffalo Lake Metis Settlement	134	Catholic Family Service	37
Aria Solutions Inc.	74	Building Strength in Children Through Art, Faculty of Social Work, University of Calgary	30	Central and Northern Network (CNN) for Child Health	38
AstraZeneca Canada	74	Burns Memorial Fund	30	CFCN Television	86
ATB Financial	74	Calgary Boys Choir	30	Child & Adolescent Services Association (CASA)	38
ATCO Group	75	Calgary Chamber of Commerce	80	Child and Youth Friendly Calgary	39
Barrhead, Town of	139	Calgary Children's Choir	31	Children's Ability Fund of the Northern Alberta Crippled Children's Foundation	39
Beaumont, Town of	140	Calgary Children's Foundation	31	Children's Cottage Society of Calgary	40
Bell Canada	75,84	Calgary Children's Initiative	32	Children's Services Centre, an Alberta Society	40
Best U Can B Inc.	78	Calgary Co-operative Association Limited	80	Clean Scene Network for Youth Society	40
Between Friends Club for Youth with Disabilities	22	Calgary Counselling Centre	32		

Partners' Index *continued*

Cochrane, Town of	141,142	Enhanced Impressions	94	Home Depot	103
Community Kitchen Program of Calgary	41	ENMAX Corporation	94	HomeFront	104
Corus Radio Calgary	86,98	EPCOR	94	Hope Foundation of Alberta, The	49
Corus Radio Edmonton	86,98	Essential Communication Fund	95	Hull Child and Family Services	50
Cowan Graphics Inc.	87	Families Matter	46	Husky Energy Inc.	104
Crape Geomatics Corporation	87	Family Centre of Northern Alberta	46	IBM Canada	105
Creative Kids Museum Society of Alberta	41	Finning (Canada)	96	Impact Society	50
Crisis Centre - S.A.V.E.S.	42	First Calgary Savings	97	Jasper, Municipality of	138
D.W. Bell Management Ltd.	87	Flames Foundation/Calgary Flames Hockey Club	97	Jeff Parry Promotions	105
Davar Child Care Society	42,44	Foresters	97,110	JEM Standardbred Retirement Foundation	105
Daye & Company	88	Fort Saskatchewan Families First Society	47	Junior League of Calgary	50,54
Delta Lodge at Kananaskis	88	Fort Saskatchewan Rhymes and Storytimes	47	Junior League of Edmonton	51
DevStudios Inc.	88	Fort Saskatchewan, City of	135,136	KARA Family Resource Centre	51
Dial Printing Inc.	89	FortisAlberta Inc.	100	Kids Cancer Care Foundation of Alberta	51
Diamond Valley & District Boys & Girls Club	42	Framework Partners Inc.	100	Kids Help Phone	52
Direct Energy Marketing Limited	89	Frank Flaman Sales Ltd.	101	Kids Kottage Foundation	52
Don Cherry's Restaurant	89	Freewheel Jasper	101	Kids Up Front Foundation (Calgary)	53
Drayton Valley Community Foundation	43	Fulford Consulting Inc.	101	Kids Up Front Foundation (Edmonton)	53
Drayton Valley, Town of	141	Further Education Society of Alberta	48	Kids with Cancer Society of Northern Alberta	53
DRIVING FORCE Vehicle Rentals, Sales and Leasing	90	Galbraith Law Office	102	KidSport Society of Alberta	56
Easter Seals Camp Horizon	43	Golden Acre Garden Sentres Ltd.	102	KidTropolis	106
Edmonton Eskimo Football Club	90	Gordon Russell's Crystal Kids Youth Centre	48	Kinette Club of Calgary	106
Edmonton Journal, The	90	Grande Prairie, City of	135	Lake Minnewanka Boat Tours (1977) Ltd.	109
Edmonton Oilers Community Foundation	91	Habitat for Humanity - Calgary	48	Lakeland College Early Childhood Development Centre	56
Edmonton Science Outreach Network	46	Harcourt & Associates	102	Learning Disabilities Association of Alberta	56
Edmonton, City of	134	HERA Society - Therapeutic Programming for Adolescent Girls at Risk	49	Learning Disabilities Association of Alberta - Calgary Chapter	57
Elizabeth Metis Settlement	138	Heritage Community Foundation	49	Lethbridge Chamber of Commerce	106
EnCana Corporation	91	Heritage Enterprises Ltd.	103,124		

Partners' Index *continued*

Lethbridge Lodge Hotel and Conference Centre	107	Rose Country Advertising and Public Relations Ltd.	117	Trigon Real Estate	123
Literacy for Life Foundation	57	Rotary Club of Edmonton - Mayfield	117	United Cycle	126
Lloydminster Explosion Dance, Gymnastics & Theatre Association	57	Rotary Club of Fort Saskatchewan	117	United Way of the Alberta Capital Region	64
MACLAB Enterprises	108	Rotary Club of Red Deer	118	United Way of Calgary and Area	65
Manpower Services Ltd.	107	Rotary Club of Slave Lake	118	United Way of Lethbridge and South Western Alberta	65
MaxWell Realty Inc.	108	Rotary Club of Swan City	118	Upside Software Inc.	126
McCaughey Community After School Care Association	58	Royal Canadian Legion Branch #35	119	Venger Group	127
Melcor Developments Ltd.	109	Royal Canadian Legion - Strathcona Branch 150	119	Victoria School Childcare Society	65
Merck Frosst Canada Ltd.	109	Science Alberta Foundation	60	Vitreous Capital Inc. - CAN-AM Kitchens Ltd.	127
Morinville, Town of	141	Shaw Communications Inc.	44, 120	Wallace & Carey Inc.	127
NetLAN Consulting Inc.	112	Society for Treatment of Autism	60	Weber Motors Ltd.	128
Newell Community Action Group	58	Southern Alberta Child & Youth Health Network	61	West Edmonton Chiropractic Centre	128
Northlands Park	112	Sport Central	61	West Edmonton Mall	129
Oil Sands Discovery Centre	112	St. Albert, City of	135	Western Moving & Storage	129
Optimist Club of Red Deer	113	St. Albert Youth Community Centre	61	Wetaskiwin Youth Centre	66
OT Communications	113	Stantec	120	Wood Buffalo, Regional Municipality of	139
Pembina Crisis Connection Society	59	Stollery Children's Hospital Foundation	62,64	Wood's Homes	66
Pfizer Canada	114	Strathcona County	132,139	YMCA Calgary	66
Pincher Creek Children's World Daycare/Dayhome Society	59	Success by 6®/United Way	64,68	Young Life	67
Prairieaction Foundation	59	Sun FM Radio (Kev's Kids Foundation)	121	Young Parkyn McNab LLP Chartered Accountants	129
PTI Group Inc.	114	Taco Time Canada Inc.	121	YWCA Calgary	67
Qualico Developments West Ltd.	115	TELUS	122	Zebra Child Protection Centre Society	67
QUIKCARD Solutions Inc.	115	The Brick Group	78		
Rainbow Society of Alberta	60	The Fairmont Banff Springs	95		
Ramada Hotel & Suites Lethbridge	115	The Fairmont Hotel Macdonald	95		
Recreation for Life Foundation	116	The Fairmont Jasper Park Lodge	96		
Resorts of the Canadian Rockies Inc.	116	The Family Office Ltd.	96		
		TransAlta	122		
		TransCanada Corporation	123		



Keeping Promises

alberta's promise partners' report 2004



2520 AMEC Place | 801 - 6th Avenue SW | Calgary | Alberta | T2P 3W2

Phone: 403-297-7500 | Toll Free: 1-866-313-7500

www.albertaspromise.org

