

reflecting back and **BUILDING** for the future

A DECADE OF PROMISES AND
PARTNERSHIPS FOR KIDS



ALBERTA'S PROMISE

Inspiring Partnerships for Kids

10th Anniversary Annual Report of **2013**



“vision

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



“mission

We will inspire and encourage businesses, agencies, communities and individuals to partner and adopt the Alberta’s Promise commitment to children and youth.”



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ALBERTA'S PROMISE

Alberta's Promise is a movement. A passion. A spark that encourages more Albertans to embrace investments in cross-sector partnerships that benefit kids.

For more than a decade, Alberta's Promise has been working with business, community and not-for-profit organizations to enhance the resources available to children and youth in communities throughout the province. We and our partners share the view that it is our collective responsibility to help promote a healthy and successful future for children and youth in Alberta, and that all sectors of society benefit when we elevate the well-being of children and their families.

Alberta's Promise supports Alberta's young people as well as more than 1,700 Promise Partners who are committed to enhancing the lives of children and youth in their local communities. We provide services that enable organizations to identify impactful community investment opportunities, connect with local not-for-profit agencies, and facilitate partnerships that ultimately benefit all Albertans.

Through these efforts, Alberta's Promise and our partners keep our promises to children and youth by supporting early childhood development, skills development, parenting supports, family and community supports, and youth engagement opportunities.

OUR FIVE Promises

Alberta's children and youth are Alberta's promise. They are tomorrow's business leaders, entrepreneurs and innovators, active citizens and community leaders, workers and employees, moms and dads. They are the people who will further enrich Alberta — but only if we make a promise to them and provide them with the opportunities to succeed socially, academically and civically.

Alberta's Promise, together with our agency, business and community partners, believes we have a collective responsibility to do more and to do better for the next generation. The opportunities we give children today will shape their success — and our economic and social well-being — tomorrow.

By pulling together and nurturing safe and healthy communities for children, we keep Five Promises to Alberta's children and help create a brighter future for all of Alberta.



A HEALTHY START

We promise to nurture the growth and well-being of children in their early years and to support parents.



CARING ADULTS

We promise to provide support and guidance to children and youth through mentoring, coaching and volunteering.



THE LITTLE Red Wagon

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

That’s what Alberta’s Promise is about... extending a hand to encourage, support and help our children and youth succeed. It’s also why Alberta’s Promise followed the lead of America’s Promise and Ontario’s Promise and adopted the little red wagon as its banner.

The little red wagon symbolizes the commitments of Albertans who support making Alberta the best place in the world in which to raise our children and youth.

Alberta’s Promise, together with our agency, business and community partners, encourages even more organizations to “pull the little red wagon” and to inspire partnerships for kids.

ALBERTA’S PROMISE Partners

Alberta’s Promise works with Promise Partners to encourage and inspire partnerships among Promise Agencies, Promise Builders and Promise Communities which share the vision to “make Alberta the best place in the world in which to raise our children.”

Promise Partners with Alberta’s Promise make a commitment to children and youth.



PROMISE AGENCIES

Agencies provide services and resources to children and youth. They may be service providers that deliver programs and services directly to kids or intermediate agencies that direct funds to service providers. Only non-profit or charitable organizations are eligible for partnership with Alberta’s Promise.



PROMISE BUILDERS

Builders are businesses, corporations, service clubs, media, industry, professional associations and foundations that make a commitment to donate resources to Alberta’s children and youth. A Promise Builder can contribute through funding, gifts-in-kind, volunteerism or by undertaking programs and projects that benefit Alberta’s children and youth.



PROMISE COMMUNITIES

Communities are cities, towns, counties, Métis Settlements, First Nations and municipalities that encourage partnership among their local businesses, foundations, service clubs and agencies for the benefit of children and youth.



PROMISE AFFILIATES

Affiliates are children’s ambassadors, research organizations and community collaborators that work to improve the quality, quantity and efficiency of services available to children and youth.



CHILD AND YOUTH FRIENDLY COMMUNITIES

We promise to provide safe, caring kid-friendly communities in which children and youth can grow.



OPPORTUNITIES TO CONTRIBUTE

We promise to support children and youth to become active citizens, innovators and leaders in their communities.



LIFELONG LEARNING

We promise to inspire a passion for learning and skill development throughout life — in the classroom, in the workplace and in the community.

MESSAGE FROM THE Premier of Alberta

THE HONOURABLE DAVE HANCOCK, Q.C. *Premier of Alberta, Minister of Innovation and Advanced Education*

Albertans have long recognized the importance of children in our lives, in our families, and ultimately in the success of our province. This is one of the primary reasons why I proudly wear my 'Children First' lapel pin every day.

The Government of Alberta has a responsibility to ensure the well-being of Alberta's children and youth and to lay the foundation for Alberta's youth to achieve lifelong success. Their success, in turn, results in thriving, successful families. Creating a society where children are safe and have access to opportunities requires collaborative efforts from business, government, agency, and community partners.

As such, the Government of Alberta has heartily renewed its commitment to Alberta's Promise to inspire ideas, actions, and investments between businesses, agency, and community partners for programs that support Alberta's children and youth.

An important enhancement to the government's commitment includes expanding the membership of the Premier's Council



on Alberta's Promise to include additional representatives from rural Alberta and the aboriginal community. Our province has continued to grow and change since Alberta's Promise began in 2003 and the Premier's Council plays a key leadership role as champions for children and youth in their local communities.

The future of our province rests with our current generation of community builders, business leaders, and active citizens who demonstrate leadership and strive to ensure every child has the opportunity to fulfill their potential.

I am honoured to further the efforts of Alberta's Promise and to work with members of the Premier's Council who are so passionate about supporting initiatives for children and youth.

Together with our agency, business, and community partners, we will continue to build Alberta and to keep our promises to the next generation.

MESSAGE FROM THE Minister

THE HONOURABLE MANMEET BHULLAR *Minister, Alberta Human Services*

Alberta's Promise has been inspiring community partnerships between the public, private, voluntary and not-for-profit sectors to support positive outcomes for Alberta's young people for over a decade.

Government encourages and is very supportive of initiatives like this that are developed collaboratively, involving businesses and community organizations to help achieve our ultimate goal for Alberta's children and youth — to have the capacity to become productive contributing members of their communities.

Alberta's Promise and its many partners – agencies, builders or communities – are true champions that are making a positive difference in their local communities, leading the way to create community-based programs for Alberta's children across the province.



Whether through financial gifts, in-kind goods and services, or volunteer commitments, our partners are creating opportunities for children and youth to reach their full potential.

We all want Alberta's children to become resourceful, engaged and productive, ready to carry on the work of building a better Alberta for future generations.

We can take pride in knowing that collectively, we have acted in good faith to make Alberta a great place for future generations of children now and those to come.

I am proud to support the work of Alberta's Promise and looking back at their accomplishments in 2013, I can't think of a more fitting way to recognize their successes than with a renewed promise to our children and youth.

MESSAGE FROM THE Premier's Council Vice-Chairs

BERNIE KOLLMAN *Northern Alberta Vice-Chair*
Vice President, Public Sector Alberta, IBM Canada Ltd.

In 2013, Alberta's Promise and our Premier's Council celebrated 10 years of working with dedicated partners and helping to enhance community resources for children and youth in the province. In these years, we have engaged the support of business, agency and community partners who are making Alberta a better place for children and youth to grow and succeed.



Looking back, we are proud of our partners' contributions. Whether supporting community kitchens and housing projects, literacy and education programs, or early childhood initiatives, to name but a few, our partners have achieved the extraordinary: improving the quality of life for children, their families and our communities across Alberta. Their commitment to Albertans' well-being lives through Alberta's Promise and through our continued commitment to the young people of our province.

To the partners who started with us and have remained with us from our humble beginnings in 2003, and to all those who have helped keep the Alberta's Promise commitments to the children

SUE RIDDELL ROSE *Southern Alberta Vice-Chair*
President, Perpetual Energy Inc.

and youth of Alberta over the past decade, we say thank you.



We also recognize the commitment and dedication of our fellow Board Committee and Premier's Council members. These 84 business, agency and community leaders have shared their time, expertise and passion with Alberta's Promise and with our

community partners to inspire even more organizations to see the importance of investing in our young people.

And we cannot omit a special thanks to the team at Alberta's Promise, currently led by executive director Judy Eng-Hum, which ensures we deliver on our vision.

As we look forward, we will continue to inspire partnerships for kids and provide our partners — Alberta's possibility makers — with the tools and resources to support children's initiatives and create a better Alberta for all. Together, we can keep our promises to the young people of Alberta by inspiring even more partnerships for young people.

MESSAGE FROM THE Executive Director

JUDY ENG-HUM *Executive Director*

I am very privileged to be part of the Alberta's Promise movement.

Alberta's Promise was launched to encourage all Albertans to work together to create more opportunities for children and youth to be healthy, happy and successful. In 2013, the vision of Alberta's Promise remains the same "to make Alberta the best place in the world in which to raise our children."

Our annual reports have showcased many stories of partners making a difference to the lives of children and youth over the past ten years. We know there are many, many more untold stories — and many more to come. All point to the generosity of spirit of the business community and the shared belief that all Albertans will benefit from supporting our future generations of innovators, entrepreneurs, employees, volunteers, moms and dads.



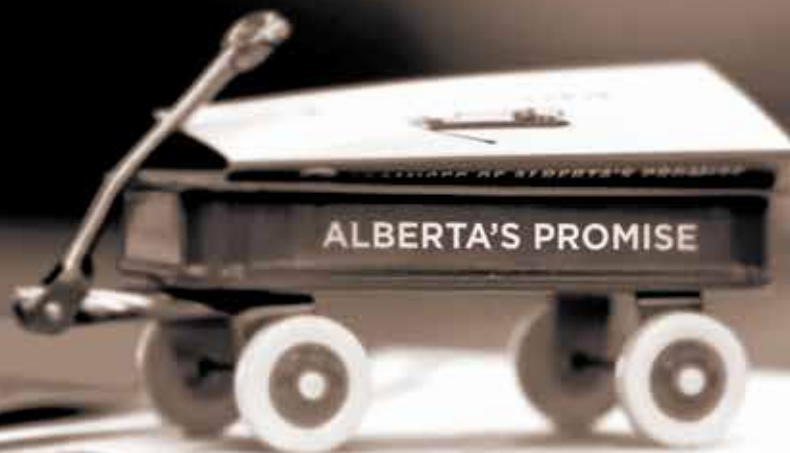
New businesses, economic sector expansion and community growth is good news for Alberta's Promise.

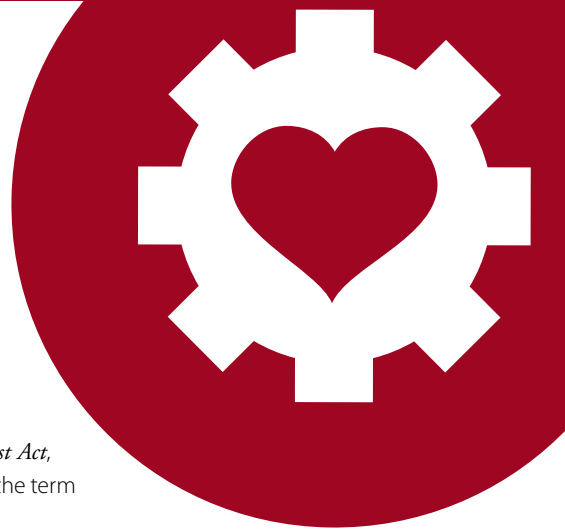
In ten years, the number of Alberta's Promise partners has grown to more than 1,700. This shows considerable engagement with the vision to make Alberta the best place in the world to raise our children. We know we have much more to accomplish to continue to grow the movement and inspire partnerships for kids.

I hope you will be inspired to connect with the dedicated team at Alberta's Promise to learn more — and do more for Alberta's children and youth.

2013: year in review

Alberta's Promise has had an eventful 2013. Emboldened by a new strategic direction, expanded with the appointment of new Premier's Council members and re-vitalized with new partnership successes, there is plenty to celebrate.





PREMIER'S COUNCIL Appointments

In May 2013, 84 community, business and agency leaders were appointed to the Premier's Council of Alberta's Promise who were described as "proud business and community leaders who are true champions for children and youth." The membership of the Premier's Council was expanded to better reflect the growth and composition of Alberta, including rural and Aboriginal representation.

The Premier's Council appointments were soon followed by the passing of the *Children First Act*, which championed the health, safety and success of Alberta's children, and which extended the term of Alberta's Promise through 2018.

A NEW Strategic Plan

Success is not simply a destination. It is a road map that guides the decisions of an organization and helps articulate a clear vision of what the organization wants to achieve.

The Premier's Council and staff of Alberta's Promise have defined the strategic direction of the organization. This vision will lead Alberta's Promise to better deliver on its promises to the children and youth of Alberta and provide the tools and supports needed by our partners.

Alberta's Promise, with the support of the Premier's Council, will focus on raising awareness of corporate social responsibility and the importance of enhancing resources for children and youth; providing the knowledge, tools and other resources to facilitate action among Albertans; and recognizing the successes of our partners and supporters. Over the past year,

we began our partnership efforts in smaller urban centres and in rural Alberta, along with the engagement of small- and medium-sized businesses. We will continue this focus in the coming years.

Our strategic plan sees Alberta's Promise becoming a central resource where service providers share their community needs and resources, businesses access community investment opportunities and develop investment strategies, and all partners share and celebrate their partnership successes.

We are confident that with this strategic direction, we will strengthen our support to the agencies, business and communities that champion the well-being of children and youth.

PREMIER'S COUNCIL Annual General Meeting

As a welcome and first order of business, newly appointed Premier's Council members met with the former Premier Alison Redford and the Honourable Dave Hancock in his capacity as Human Services Minister during the Alberta's Promise Annual General Meeting on May 29, 2013.

The event gave attendees an opportunity to learn about the Council's role in strengthening community partnerships and programs that support Alberta's children and youth, and Alberta's Promise's strategic focus on engaging small- to medium-sized businesses and rural communities.

Council members were also asked to play a key role as supporters of Alberta's Social Policy Framework. A key

principle of the framework is mutual responsibility and the importance of addressing issues such as child poverty through a coordinated response from community, business, government and service providers. As ambassadors of the Promise initiative in their communities, Premier's Council members can help inspire ideas, actions and investments by business, agency and community partners to support the framework and create opportunities for children and youth to reach their full potential.

Alberta's Promise will continue to work together with more than 1,700 Promise Partners to enhance community resources for locally based children and youth programs.

FOCUSING ON communities

Throughout 2013, Alberta's Promise met with partners and organizations in communities across Alberta. Our efforts were focused on helping communities identify local priorities, on sharing those priorities with fellow Promise Partners, and on inspiring more organizations to help enhance local resources for children and their families. We were also busy celebrating partners' successes and inspiring others to get on the Little Red Wagon and support children's well-being.

Traveling across Alberta, our partnership managers met with dozens of partners and organizations in communities such as Calgary, Edmonton Lloydminster, Wheatland County, Strathmore, Grande Prairie and region, Calling Lake First Nation, Horse Lake First Nation, Lethbridge, Fort McMurray, Wabasca, and Cold Lake. We welcomed several new partners and have been able to lay a solid foundation for continuing talks and engagement throughout 2014.



FOCUS ON Lloydminster

In early 2013, Alberta's Promise was proud to welcome the Lloydminster and District Co-Op as a new Promise Partner. This event and the subsequent Alberta's Promise community consultations in Lloydminster and the surrounding region sparked a movement.

Alberta's Promise partnered with a host of organizations, including the City of Lloydminster, the Rotary Club–Border City and the Lloydminster Community Youth Centre, to name a few, who joined an already impressive network of fellow Alberta's Promise businesses and agencies. Together, these organizations pledged their support for the Promise initiative and committed to improving

local opportunities for children and youth to succeed in social, academic and civic endeavours.

Alberta's Promise will continue to engage partners in Lloydminster and region, and celebrate ongoing partnerships successes.



PERSONAL PHOTO (L-R).
Lloydminster & District Co-op: Linda Gustavson,
Leanne Hawes, and Melanie Stelmaschuk (Co-op staff),
Laureen Jensen and Ken Dropko (Alberta's Promise),
Don Stephenson (Co-op CEO)

FOCUS ON Grande Prairie and Region

The promise of caring adults aligns with Big Brothers Big Sisters and the children and families of Grande Prairie and region.

In late 2012, with the support of Premier's Council member Darwin Eckstrom, Alberta's Promise and the Alberta Mentoring Partnership led a series of meetings with community, business and agency stakeholders to share the need for mentorship opportunities in the region. Over the course of 2013, the community embraced the call to action and worked closely with the Alberta Mentoring Partnership and local community agencies to introduce mentorship programs and supports in Grande Prairie schools

and community services. The Alberta Mentoring Partnership, co-led by Human Services, Education and Boys & Girls Club Big Brothers Big Sisters Society of Edmonton and Area, is a partnership of 100 members consisting of government ministries, government-funded organizations, community agencies and youth representation.

The results of those activities were shared with the community in the fall of 2013, when Alberta's Promise staff and Premier's Council members Linda Side and Darwin Eckstrom hosted a session with community leaders to celebrate mentorship successes and continue to identify new community needs. Alberta's Promise will continue to consult with community leaders and provide support to enhance the resources available to children and youth.





SPOTLIGHT ON promise partners

IBM CANADA LTD.

Bernie Kollman, Vice President of IBM Canada's Public Sector Division in Alberta, doesn't need any convincing that computer literacy is an essential skill for today's youth and tomorrow's business leaders. After a century of leading the information technology revolution, IBM is acutely aware of the digital skills and tools required to succeed in today's workforce, and so is its leadership.

As the Northern Vice-Chair of Alberta's Promise and long-time member of the Premier's Council, Kollman is a proud supporter of children's access to education software and computer training. For years, IBM Canada Ltd. has been generously donating Young Explorer computer units to Promise Partners to help children develop early literacy skills.

In 2013, IBM continued its support by donating 12 Young Explorer units to Parent Link Centres across the province. The units enhance play-based learning activities and support Parent Link Centres' early childhood development programs, helping children develop proficiency in reading, mathematics and science, as well as basic computer skills.

Alberta's Promise is delighted to continue the partnership with IBM and to enhance community resources for children and their parents.



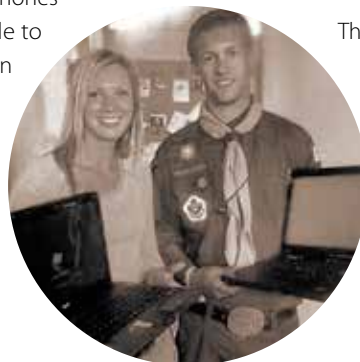
ELECTRONIC RECYCLING ASSOCIATION

The Electronic Recycling Association (ERA) has partnered with Alberta's Promise since 2006. The organization reduces the amount of electronic waste ending up in landfills by recovering and refurbishing unwanted computers, laptops, servers, phones and related electronic equipment for low-cost resale to organization and businesses in need, and for donation to charities, schools and low-income families.

In 2013, ERA donated computers and other electronic devices to dozens of clients and community organizations, including many Promise

Partners such as the CanLearn Society, Rainbow Society of Alberta, Scouts Canada, Hull Services, Breakfast Club of Canada, Children's Cottage, Literacy for Life Foundation, and Coalition for Equal Access to Education, to name a few.

Thank you to the dedicated team at ERA for supporting Alberta charities and non-profit organizations.





GLOBALFEST

Alberta's Promise was proud to welcome GlobalFest as a Promise Partner in August 2013, and to celebrate the partnership with a little red wagon ceremony in the GlobalFest VIP Hospitality Village.



The not-for-profit society exemplifies Alberta's commitment to children and youth by delivering community events and programs that combat racism and promote cultural diversity, encourage youth integration and skills-building, and support child and family well-being.

GlobalFest is best known for its annual international fireworks festival presented by Trico Homes, where countries compete to wow the crowds with pyrotechnic displays synchronized to music. The Trico Homes International Fireworks Festival engages young people through the Youth Leaders of Tomorrow program sponsored by First Calgary Financial. In 2013, the program gave five students the opportunity to work alongside senior organizing staff and participate in all aspects of the festival, from programming and marketing to volunteer recruitment and event coordination. The festival also celebrates Calgary's cultural diversity through the OneWorld Festival and the Night Market, where vendors and performers come to showcase the artistic and culinary talents of Calgary's ethnic communities.

GlobalFest has grown since 2003 to deliver an ambitious slate of events, programs and initiatives throughout the year that help build stronger communities in Calgary and area. Among these is the GlobalFest Urban Arts Program/Youth Forum presented by ConocoPhillips Canada, which encourages students to seek positive outlets of artistic expression while educating against violence, bullying and racism. Since 2012, the program has engaged more than 12,000 junior- and senior-high students in the Calgary area, prompting a number of former participants to become urban arts facilitators themselves.

Many of the youth participating in GlobalFest programs are children of immigrant and/or refugee parents, who often struggle with resettlement, social acceptance, changes to cultural norms and language barriers. Through initiatives championed by GlobalFest, youth benefit from greater social acceptance, better integration into their neighbourhood and school communities and greater motivation to complete their high school education.

GlobalFest also hosts the Human Rights Forum, presented by TD, which promotes diversity, cross-cultural respect and equality in our community. The forum is provided as a positive platform for youth and adults to share experiences, knowledge and practical solutions to address issues of racism and discrimination. The annual forum is part of UNESCO's Coalition of Municipalities Against Racism and Discrimination network.

Alberta's Promise thanks GlobalFest and all its partners and sponsors who help deliver Alberta's commitment to children and youth.



(L-R): Nathan Cross, Cheryl Dalwood and Judy Eng-Hum (Executive Director), Alberta's Promise; Jessica Bergen and Ken Goosen, GlobalFest.

FEATURE PARTNER events

Alberta's Promise would like to recognize some of our partners' activities from 2013.



NATIONAL MENTORING SYMPOSIUM

The Alberta Mentoring Partnership (AMP) consists of community mentoring agencies, government and youth representatives working together to raise the profile of mentoring in Alberta. To achieve this goal, AMP partners collaborate to establish and enhance mentoring programs in local communities. AMP supports mentoring programs to meet the needs of the children and youth they serve and to achieve the vision that every child or youth in Alberta who needs a mentor has access to one.

In November 2013, AMP and Big Brothers Big Sisters of Canada (BBBSC) co-hosted a conference on mentoring in Banff, Alberta. The National Mentoring Symposium celebrated 100 years of mentoring in Canada by showcasing innovative mentoring partnership, practices, programs and research to an audience of businesses and agencies from across the nation.

For more information on AMP, visit their website at albertamentors.ca. The presentations from the National Mentoring Symposium can be found at nmsevent.ca.



WE DAY CELEBRATIONS

We Day is one of the largest and most recognized youth events championing and celebrating community engagement, both locally and abroad. With a full day of educational speeches and show-stopping performances, We Day is one of the largest and most recognized youth events championing and celebrating community engagement, both locally and abroad. The invitation-only event ensures that youth “earn their way in” through community service and contributions to their communities, which reflects a key pillar of the Alberta's Promise initiative.

Alberta's Promise staff attended the Alberta celebrations of We Day in October 2013 to celebrate the youth, students and

educators who spent the year passionately taking action in their communities to shift the world from ‘me’ to ‘we’ — through how they act, how they give and how they choose to engage. The event had an inspirational impact on the 16,000 youth in attendance, empowering them to fulfill their potential as agents of positive change and to become active citizens in their community.

The event featured a line-up of presenters including NBA legend Magic Johnson, human rights advocate Martin Luther King III, and Grammy and Juno award-winning singer and Free the Children ambassador Nelly Furtado.





NATIONAL PHILANTHROPY DAY CELEBRATIONS

National Philanthropy Day, which is celebrated across Canada each fall, recognizes the great contributions of philanthropy — and those people active in the philanthropic community — to the resilience of our communities.

Alberta's Promise and Premier's Council members attended the 2013 National Philanthropy Day Luncheons in Calgary and Edmonton to show support to the donors, volunteers, businesses, corporations, foundations, charities and young people that work together to improve the quality of life in their communities and change the world with a giving heart.



BIG BROTHERS BIG SISTERS OF CALGARY AND AREA — 100 years celebration

In September 2013, Alberta's Promise celebrated 100 years of Big Brothers Big Sisters (BBBS) in Canada by hosting partners at a BBBS Mentorship Breakfast in Calgary, which was generously supported by the RBC Foundation.

The keynote speaker (James Tucker, Partner and Managing Director of the Boston Consulting Group) revealed the impact of today's investments on the lives of children in their later years.

According to the BBBS Social Return on Investment Study, donors can expect an \$18 return for every \$1 invested in the Big Brothers Big Sisters Program. Children and youth who have been mentored have greater self-esteem, earn better incomes and are more likely to be active within their communities.

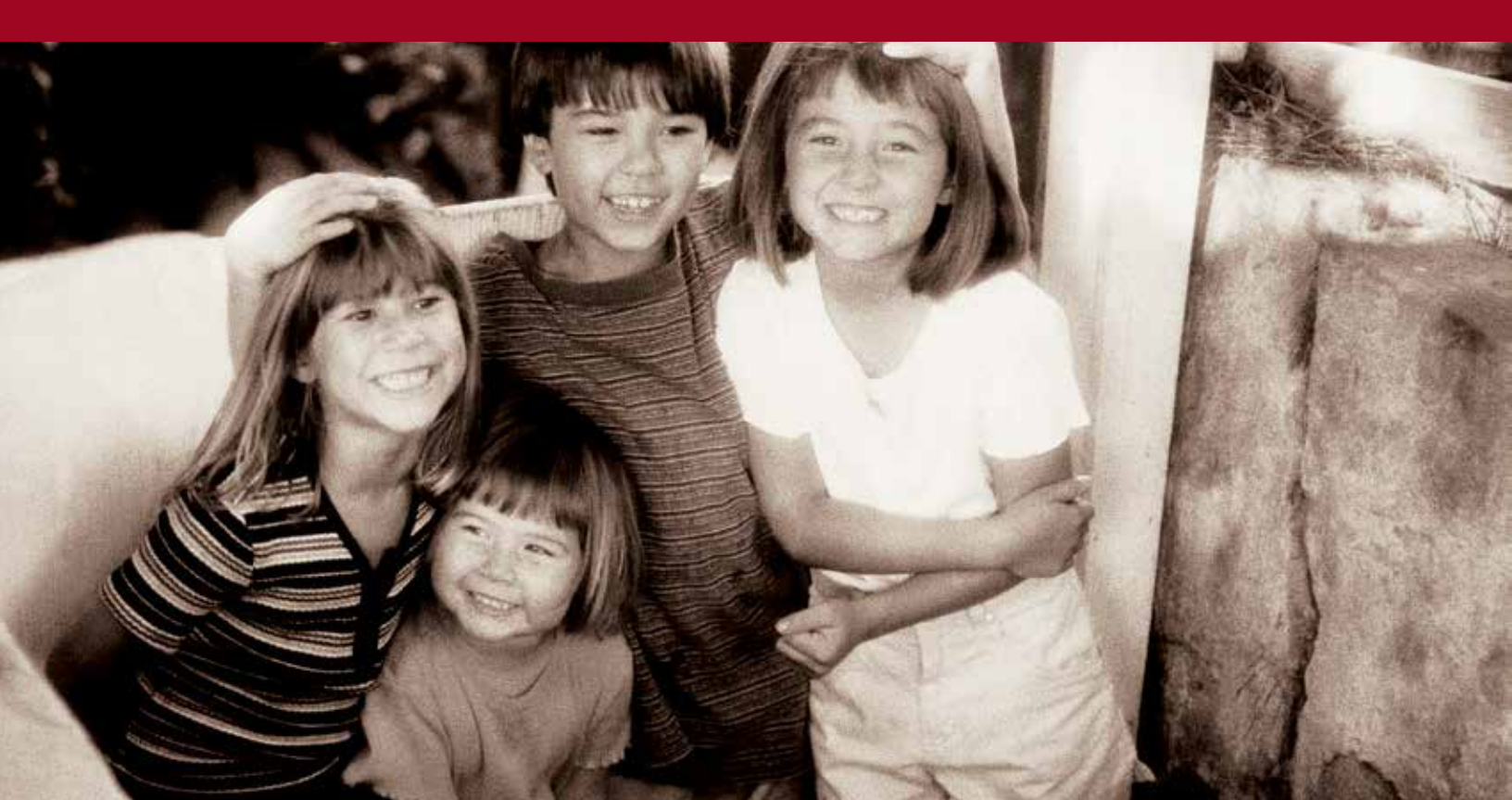
The research compared the life outcomes of 500 former Little Brothers and Little Sisters with a control group of individuals



Big Brothers Big Sisters
of Calgary and Area

from similar family and economic backgrounds who did not have mentorship from a Big Brother or Big Sister. The study focused on four categories of life outcomes: employment, philanthropy, life skills and general well-being.

These findings show that the support and encouragement of caring adults, a core pillar of Alberta's Promise, has a tremendous impact on the life of a child — and changes the trajectory of a person's life. Alberta's Promise shared the results of the study with other Promise Partners and promoted the importance of investing in children and youth.



REFLECTING BACK: 10 years of Alberta's Promise

Creating and supporting positive outcomes for children and youth in Alberta has always been the cornerstone of Alberta's Promise. We bring together people and organizations from across the economic and community spectrum to advance their mutual interests, to match corporate means to community needs, and to enhance community resources for children and youth.

The role of Alberta's Promise is to encourage greater business and community involvement in meeting the needs of the social economy. At its core, Alberta's Promise believes that economic development is co-dependent with social well-being, and that the social investments we make in our children today will have a direct impact on our collective economic welfare in years to come.

Under the leadership of former Premier Ralph Klein, Alberta's Promise was officially announced in the Government of Alberta Throne Speech in February 2003 and was

subsequently passed into legislation as Bill 1: *The Premier's Council on Alberta's Promise Act*, making Alberta the first jurisdiction in Canada to enshrine the Promise initiative into legislation.

As Colleen Klein, Honourary Chairperson said in the first Annual Report,

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

A decade later, the organization is still at the fore of building partnerships that benefit children and youth in Alberta.



IMPORTANT dates

February Alberta's Promise announced in Throne Speech
March Passing of Bill One — *The Premier's Council on Alberta's Promise Act*
April Alberta's Promise was founded

November Extension of the *Premier's Council on Alberta's Promise Act* to 2018

November Extension of the *Premier's Council on Alberta's Promise Act*



INCEPTION 2003-2006

ATTRACTING AND RECOGNIZING PARTNERS

Alberta's Promise is launched to inspire partners to put children first and to direct more resources towards children's initiatives. The organization focused on attracting partners and engaging support from Alberta's business, agency and municipal communities, and celebrating partners that committed to the Promise initiative.

2008-2013

SUSTAINING PARTNERSHIPS

The Promise initiative broadened to engage more communities across Alberta. Alberta's Promise sustained partnerships with a growing network of partners, led campaigns in new communities, and helped align community priorities with both business priorities and the Government of Alberta's priorities for children and youth.

2013-ONWARD

DELIVERING PARTNERSHIP RESOURCES

Alberta's Promise focuses on becoming a provincial resource for child- and youth-focused community investment opportunities. The organization will continue to help facilitate community investments and recognize organizations that support cross-sector partnerships.

2006-2008

DEVELOPING PARTNERSHIPS

Alberta's Promise partnered with Promise Builders to promote the initiative in communities across Alberta, and helped to facilitate direct partnership matches among agencies and the corporate giving community. The organization also supported partners through professional development opportunities and learning resources.



A photograph of two young girls hugging outdoors. The girl on the left is wearing a white long-sleeved shirt and plaid overalls, and is holding the other girl. The girl on the right is wearing a dark top and dark pants. They are both smiling and looking towards the camera. The background is a blurred natural setting with trees and a field.

THE IMPACT of a promise

Supporting partnerships for kids has been an integral part of the important work carried out by Alberta's Promise partners for more than a decade. Whether partners contribute to early childhood development, adult mentoring, safe and caring communities, lifelong learning, or youth leadership, it is their efforts that create possibilities for children and youth.



Alberta boasts a large number of amazing businesses, agencies and community organizations that continue to enhance community resources for children and their families in Alberta. These are some of the stories from the past ten years:

United Cycle helped establish and continues to support The Brick Sport Central, a non-profit organization that provides sports equipment and services to kids in need.

Safeway contributes annually to local charities — supporting education programs and community-based activities — and actively engages employees to volunteer in their community.

FortisAlberta donated computers to several community chapters of the Boys and Girls Club in order to enhance after-school programs for kids, and continues to make educational investments with Junior Achievement of Southern Alberta and CAREERS: The Next Generation.

McDonald's donated the proceeds of McHappy Day to Alberta's Promise partner agencies.

Husky Energy gave a generous donation to the Alberta Children's Hospital Child and Maternal Health ward, and continues to support charitable programs focused on health and education, such as the Husky Energy Centre for Autism. The Centre is a place where children can reach their full potential in a structured environment with one-on-one treatment.

RBC Dominion Bank, Melcor Developments and the **City of Lethbridge** donated funds to support a "barrier free" park for children.

Lilydale Inc. partnered with Breakfast for Learning to support nutrition education and in-school breakfast programs, as did **ENMAX Energy**, which donated money for every customer who signed up for its EasyMax program.

The **Electronic Recycling Association (ERA)** continues to donate refurbished computers and other electronic equipment to Alberta's Promise Partners, enabling agencies to dedicate more of their funds to programs and services for children.

Servus Credit Union, along with numerous other partners, joined with Alberta's Promise to identify community investment opportunities that matched their business goals, and ultimately donated funds to deserving partners that support children and youth's nutrition programs, health services and emergency shelters, to name a few.

IBM Canada Ltd. supports various community-based partnerships focused on education and workforce development and continues to champion corporate volunteering.

The Brick raised funds through in-store charity drives to support E4C's lunch programs (Edmonton City Centre Church Corporation), which serve children and youth in high-need schools.

The **United Way** continues to work in numerous communities in Alberta to raise funds and support agencies that raise the quality of life of Alberta's most vulnerable.

The **Town of Drayton Valley**, like many other Promise Communities, supports children and youth through numerous recreational and leisure opportunities, supports to schools and parents, and a variety of social services that enhance the resources available to children and their families.

We hope these stories inspire others to get involved in their communities and see how good business can be good for business.

Thank you to all the organizations that have contributed to making Alberta the best place to raise our children. Through these types of contributions, more children and youth across Alberta are reaching their full potential and our partners — the people and organizations that make it all possible — are also realizing the value of a great investment.



ALBERTA'S PROMISE looks forward

After more than a decade of inspiring partnerships for children and youth, Alberta's Promise continues to promote collaborative cross-sector relationships and to connect corporations, small- and medium-sized businesses and foundations with the not-for-profit agencies that deliver programs and services to young people

We are poised to inspire a transformational shift in Alberta, enabling more organizations to recognize the interrelationship between economic development and social investments, and encouraging more businesses to support employee and community well-being as a necessary component of doing business in the province.

Leading up to 2018, Alberta's Promise will carry out an ambitious strategy championing our collective impact, corporate social responsibility for young people, and social benefits for individual and community well-being. We will position ourselves as the provincial resource for child-focused community investment opportunities, as a facilitator of community investments, and as a promotional tool for recognizing those partners who enhance community resources for Alberta's children and youth.

With our network of partners, Alberta's Promise will be a hub where service providers come to share their community needs and resources, where business comes to access community investment opportunities and develop community investment strategies, and where all partners come to share their successes.

JOIN THE movement!



Join the movement and be the spark of inspiration in your community. Become a Promise Partner and join more than 1,700 partners dedicated to making a positive impact on the lives of children and youth in Alberta. Whether through financial gifts, in-kind goods and services, or volunteer commitments, our partners are creating opportunities for children and youth to reach their full potential.

Get in touch with us and see how Alberta's Promise can help your organization get on the little red wagon and inspire partnerships for kids.

Alberta's Promise
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PREMIER'S COUNCIL on Alberta's Promise

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Premier of Alberta

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Laura Burton-Kopustas
*Strategic Partnerships and
Community Engagement Coordinator*

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Marketing Communications Strategist

Ashlee Moyer
Administrative Assistant

THANK YOU to Premier's Council

Premier's Council members are community, business and agency leaders who are ambassadors of Alberta's Promise and champions for children and youth in their communities. These respected community builders give their time and expertise to advance the Promise initiative, promote socially innovative partnerships in their community and provide guidance to the future direction of Alberta's Promise — for all they do for Alberta's children, youth and families, we offer our heartfelt thanks.

PREMIER'S COUNCIL AS OF MARCH 31, 2014

The Premier's Council is chaired by the Premier of Alberta and includes over 80 business, foundation, agency and community leaders from across Alberta. The Council provides strategic advice and is a key component in the effort to create new relationships and expand partnerships for Alberta's Promise.



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Lyle Best *Quikcard Solutions Inc.*
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Theresa Hardiker *Medicine Hat News
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Lisa Holmes *Town of Morinville*
Linda Hughes
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Ken Johnston *Scotiabank*
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Bernadette (Bernie) Kollman *IBM Canada Ltd.*
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Linda Munroe *Slave Lake Campus*
Patricia Nelson *In Situ Oil Sands Alliance*
Eric Newell
Roger Nippard *Northern Lights School Division*
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Elizabeth (Liz) O'Neill *Boys and Girls Club
Big Brothers Big Sisters of Edmonton and Area*
Nancy Reynolds
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